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DECEMBER 2015

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TackleTradeWorld

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DECEMBER 2015



SOLD OUT EFTTEX commits to Amsterdam

Europe's biggest fishing tackle trade exhibition, EFTTEX, has announced that its event will be hosted in the Dutch city of Amsterdam every two years.

The decision follows the news that the 2016 event, which is also set to take place at Amsterdam's RAI Centre, has already sold out, eight months before it takes place – on June 16th to 18th – proving that the location is an incredibly

popular one with the industry.

Jean-Claude Bel, CEO of organising body the European Fishing Tackle Trade Association (EFTTA) claimed the decision was the 'best compromise' for all involved with the show.

"For many years now, our members and exhibitors have been asking us to hold the show in Amsterdam

We have a commitment to our members in other parts of Europe to keep the show moving and find suitable locations that work for those not near to the Netherlands. This is a strategy that has worked since the inception of EFTTEX, so we see no reason to change.

"If we were to stay in the same location each year, we would see only the same major wholesalers, agents and retailers attending – we

would not get new, smaller people attending, so I think that it is bad for us to stay permanently in one place.

"But, we do understand the needs of our members, so hosting the show in Amsterdam every other year for the foreseeable future is the best decision for all."

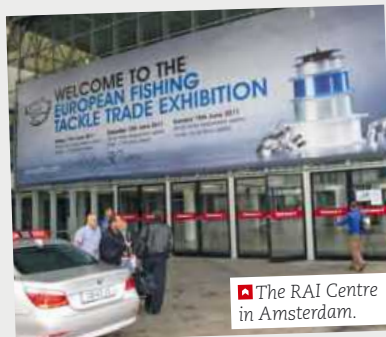
The decision looks to be a sensible one, with news reaching **Tackle Trade World** as we go to press that the 2016 EFTTEX in Amsterdam is already sold out,

every year because it is easy

to get to, people like the exhibition centre and they like the city," he explained.

"However, Amsterdam is one of the most expensive locations we use to host the show and we are not keen to host it in the same city every year.

■ EFTTA CEO
Jean-Claude Bel.



■ The RAI Centre in Amsterdam.

■ EFTTEX ATTENDANCE HISTORY

Amsterdam 2001 – 1,446
 Milan 2002 – 1,360
 Nuremberg 2003 – 1,308
 London 2004 – 1,310
 Warsaw 2005 – 1,476
 Brussels 2006 – 1,414
 Prague 2007 – 1,550
 Rome 2008 – 1,425
 Budapest 2009 – 1,469
 Valencia 2010 – 1,606
Amsterdam 2011 – 1,642
 Paris 2012 – 1,334
 Vienna 2013 – 1,503
 Brussels 2014 – 1,362
 Warsaw 2015 – 1,353

matching the same record selling time as 2015's event in Warsaw, Poland.

Amsterdam has already hosted EFTTEX 11 times in its 34-year history, with the most recent being in 2011, which recorded one of the highest attendances in the last 10 years.



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Fishing is a different animal



With almost everyone I've spoken to in the industry over the last few weeks, the main topic has been the recent big-

money buyouts of Svendsen Sport and Fox International by private-investment companies. It's big news, but it's also news that is becoming more common within our industry.

When I first entered the fishing-tackle trade, almost 10 years ago, this kind of buyout deal was a pretty rare thing and most of the big brand names in the industry were private or family-owned companies.

Today, as you will see from our investigation article on pages 18 and 19, they are becoming a much more common thing, as city bankers look for markets where they can see potential growth.

When you think about it with cold, hard logic, it makes sense and it shouldn't really be a surprise. Fishing firms, by their very nature, are often founded and run by fishing enthusiasts and not businessmen. Some of them have learnt as they've gone along, some have got lucky, but most have reached a point where the only real way to grow is serious investment or an acquisition of their own.

From the investors' perspective, they see a market with good

volume and companies

that have reached a

plateau that can

easily be raised

with a cash

injection and

also some

of what

we might

consider to

be a little

more 'cut-

throat' business

techniques.

This kind of

transition to the dynamics

of an industry is always going to cause some unrest and upset some people – change is not always perceived as a good thing. And speaking to the people I did when writing the article earlier

referred to, I can understand the concerns.

A more corporate approach does sometimes bring business practices that are only focused on a short-term return on investment. They can lead to a lean more towards marketing than product development or innovation and there probably have been some examples of unsustainable strategies like this in recent years.

However, it can also go the other way. If you get the right investment group, which manages to grasp the fact that fishing is a bit of a different animal from many other industries, the cash injection can go into improving the quality of products and innovation.

For me, it all comes down to the seller. What is the reason you would sell your company? To retire? To hand it over to an anonymous party and go and spend the rest of your days in the Caribbean?

Most people I know in this trade care too much about what they have worked for to do that, so I think we'll be all right.

DAVID GUEST
Editor

Most people I know in this trade care too much about what they've worked for.

EDITOR'S PICKS OF THE MONTH



Find out what is hot in the cool world of ice fishing.
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WYCHWOOD'S NEW FLY LINES
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FISHPOND HAS PLENTY TO OFFER IN 2016, WE TAKE A LOOK PAGE 60.

Prologic shows the importance of your 'Last Meter'. **Page 48.**

Is external investment always a good thing in fishing? **Page 18.**





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@rapalaarmy "Brandon Palaniuk explains why a mono will improve your topwater game. ow.ly/TAA6S"

PRODUCT LAUNCH FROM SONIK TO 'OFFER GREAT DEALS'

UK brand Sonik Sports has launched a huge range of new carp fishing equipment designed to offer quality at competitive prices and with great buying incentives built in for retailers and consumers.

One of the flagship launches is three new families of carp rods, the S3, S4 and S5 collections, designed to offer style, quality and value at three price points.

Sonik commercial director Ian McCormack explained: "What we've aimed for with these rods is great, better and best. Besides the quality in performance, durability and looks, the rods will offer great incentives for customers. Buying a set of three of any of the range will see you receive another free Sonik product, including nets, luggage and other items."

Sonik is also launching a series of new carp fishing outdoor furniture, including new bivvies, bedchairs and sleeping bags.

"Our aim for 2016 is to offer carp fishing products of real quality that people are proud to own, but have them priced competitively so that they don't break the bank," Ian concludes.



▲ Ian McCormack shows off the new rods.

SONIK SPORTS

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NMMA acquires ASA shows

America's National Marine Manufacturers Association (NMMA) has announced the acquisition of the American Sportfishing Association's (ASA) four consumer exhibitions.

The shows, the ChicagoLand Fishing Travel & Outdoor Expo, Greater Philadelphia Outdoor Sportshow, World Fishing & Outdoor Exposition and Saltwater Fishing Expo, are now all owned and run by the NMMA.

"The ASA shows will make an outstanding addition to our line-up of consumer boat and sport

shows," said Ben Wold, NMMA's vice-president. "This partnership with ASA will bring together leaders from both recreational fishing and boating industries to create the strongest-selling consumer shows for both boating and fishing products."

With the acquisition, NMMA will bring on two full-time employees from ASA to run the new NMMA shows and maintain the former ASA New Hampshire show office. Tod Alberto remains show manager, with Julia Bubar as assistant show manager.

In addition to the acquisition of ASA's four consumer shows, NMMA is partnering with the ASA Consumer Show Committee providing strategic direction to help expand the fishing component at NMMA shows where it makes sense, and help fishing-tackle manufacturers sell more product. In addition, the NMMA will make an annual donation to KeepAmericaFishing for the next five years to promote stronger engagement by anglers on important fishing advocacy issues.



▲ ASA consumer shows such as the ChicagoLand show will now be run by the NMMA.

SUNRAY AND ARCTICSILVER PARTNERSHIP

Scandinavian fly fishing brand ArcticSilver (ASI) has announced that line-manufacturing expert Sunray will be working on a new range of fly lines on its behalf as part of a new partnership.

The lines mark the start of a new design and R&D partnership between Sunray's founder Tom Bell and ASI's Stener Skogmo.

Stener has brought a set of skills from the competition-casting circuit as well as many years designing tackle and fishing for salmon worldwide.

Sunray is an innovative fly-line company, pioneering new gains in low-diameter fly lines.

Tom says: "Making our micro-thin fly lines can be complex, expensive and time-consuming. There's a limit to how far science takes you, that's when experience and instinct take over."

HOPKINS & HOLLOWAY TAKES ON WINN GRIPS IN UK

British fishing-tackle-component supplier Hopkins & Holloway has added to its extensive portfolio by supplying unique fishing-rod grips from Korean company Winn Grips.

Hopkins & Holloway, probably best known for supplying rod

components from Japanese giant Fuji, will be offering Winn's ready-made grips and also its new rod-wrap tape to UK and European retailers.

Managing director Gregg Holloway told **Tackle Trade World**: "The great thing about these grips or the rod wrap from Winn is that they are hugely versatile. We know of customers using them on all kinds of rods, from fly fishing through to surfcasting."

"The grips improve feel and performance with any rod and also feature easy application."

"The range of colour options is large, which also allows people to add their own personalisation to fishing rods – an important aspect for most anglers."



▲ H&H boss Gregg Holloway.

HOPKINS & HOLLOWAY

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Black Savage Dropshot

7'4" 223cm 2-12g - 2 piece
7'8" 233cm 5-18g - 2 piece

Black Savage Jerk

6'6" 198cm 60g - 1 piece
6'6" 198cm 100g - 1 piece



EAGLE CLAW RODS PROVE A HIT IN UK

A series of spinning and fly rods from top American supplier Eagle Claw have proved a surprise hit in the UK after being lauded by visitors to the country's annual trade show *Tackle & Guns*.

Reuben Heaton, Eagle Claw's official UK distributor, showed the series of rods at the trade show as an experiment and was overwhelmed by the response from the industry.

Reuben Heaton boss Andrew Race explained: "We have been working well with Eagle Claw on its series of hooks under the Trokar brand for some time and the decision to bring the rods to the *Tackle & Guns* show was last-minute – but it proved a great decision.

"There's a real boom going on in lure fishing and spinning here in the UK and the Eagle Claw rods represent fantastic quality and a price that doesn't deter new people into the discipline."

One of the most popular series was the range branded by top professional US bass angler Skeet Reece.

"The Skeet Reece rods gained most attention – the yellow colour of the blanks is unusual here and I think they could become very strong sellers for us," Andrew concluded.



Reuben Heaton's
Andrew Race.

EAGLE CLAW

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REUBEN HEATON

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Cabela's considers asset sales after poor third quarter

Cabela's, one of North America's premier fishing, hunting and outdoor retail groups, is considering selling some of its assets to account for a particularly poor third quarter in 2015.

The retailer has cited that lacklustre sales for autumn apparel and footwear are partly to blame for net income falling short of Wall Street expectations.

For the quarter, adjusted for certain items, net income decreased 13.8 per cent to \$50.3 million, compared to \$58.3 million in the year ago quarter, and earnings per diluted share were 71 cents compared to 81 cents in the year ago quarter. The company reported GAAP net income of \$43.7 million and earnings per diluted share of \$0.62 as compared to GAAP net income of \$53.8 million

and earnings per diluted share of \$0.75 in the year ago quarter.

Third quarter 2015 GAAP results included restructuring charges and other items of \$0.09 in earnings per diluted share. The results did not meet Wall Street expectations. The average estimate of 13 analysts surveyed by Zacks Investment Research was for earnings of 73 cents per share.



EEL AVOIDS ENDANGERED LIST IN USA

The United States Fish and Wildlife Service has announced that, after some considerable research, the American eel does not require protection under the country's Endangered Species Act (ESA).

The decision follows an extensive 12-month review that was brought about after a 2010 petition called for the eel to be placed on the ESA to protect its numbers.

The report detailed: "After examining the best scientific and commercial information available regarding past, present and future stressors facing the species, the Service determined the eel's single population is overall stable and not in danger of extinction (endangered) or likely to become endangered within the foreseeable future (threatened)."

A JENSEN IS FLYING HIGH

Denmark-based fly fishing supplier A Jensen is enjoying a terrific year after picking up a host of new customers in new territories off the back of its appearance at international trade shows.

After exhibiting at European show EFTTEX in Warsaw in June and the UK's *Tackle & Guns Show* in October, the Danish company has picked up no fewer than 13 new territories.

"Business has been crazy for us in the last year," A Jensen boss Henrik Jensen told *Tackle Trade World*.

"Some of the new partners we have met, we were really not expecting. For example, we have a customer now in Iran, which I would have never targeted as a fly fishing nation before."

The positive trend at A Jensen comes after a difficult period when it lost a large amount of business due to conflict in



Henrik Jensen at the
Tackle & Guns Show.

Ukraine between pro and anti-Russian forces.

"When that happened, we lost a huge amount of business almost overnight – it was a tough experience for the company," says Henrik.

"So, now we want to expand into as many countries as possible so we don't have all our eggs in one basket."

A JENSEN

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Big Rock Sports buys KTL Canada

Outdoor distributor Big Rock Sports, Canada, has acquired Ontario-based fishing-tackle retailer KTL Canada.

The acquisition will greatly expand KTL Canada's product offering and enable the distributor to supply its customers with a wider assortment of products in both the fishing and shooting sports categories.

KTL Canada's management, sales and customer service teams and all current employees will remain intact at KTL's current facility in Mississauga.

The day-to-day operations at KTL Canada will continue to be managed by director of operations Shawn Glowka.

"Our number-one priority

at KTL Canada is, and has always been, our customers," said Shawn. "Joining forces with Big Rock Sports enables us to continue providing our customers with the same personalised service from the people they know and trust while giving them access to the largest outdoor sporting goods product offering in Canada."

Big Rock Sports expanded into western Canada by acquiring Inland Pacific in 2011. This acquisition gave Canadian outdoor retailers access to a greatly expanded assortment of shooting sports and fishing products, as well as business-building resources.

Over the last 12



months, Big Rock Sports has continued to invest in its western Canada operations by adding sales representatives to the fishing, camping and marine team and by opening a new warehouse with an expanded West Coast assortment.



CHANGES IN RAPALA VMC HIERARCHY

Never a company to sit still, Rapala has made a number of changes to its senior management team.

Jussi Ristimäki has been appointed as deputy chief executive officer. In addition to his current role as chief financial officer, Jussi will have the overall responsibility of the group's supply chain and working capital management and distribution in Nordic countries, South Africa and eastern Europe, excluding Russia.

Meanwhile, Aku Valta has been appointed as a new member to the executive committee to be in charge of Rapala VMC's lures sales, marketing, brands and web strategy in rest of the world markets, excluding North America. Cyrille Viellard has been appointed as a new member of the executive committee to be in charge of Rapala VMC's distribution in Central Europe (Germany, Italy, Benelux) and UK, co-ordination of the group's partnership with Shimano in Europe and global supply chain management.

WINN STRENGTHENED BY INDUSTRY VETERAN

Winn Incorporated, the creator of innovative grip solutions for fishing rods, has boosted its presence in the fishing market with the appointment of Guy Johnson as its new sales manager.

Prior to joining Winn, Guy worked for Shimano American Corporation for over 13 years in the fishing-tackle division as the western and northwest regional sales and export sales manager.

Guy increased sales, product awareness and put Shimano big-game reels on the map in the Hawaiian

market. He is an avid saltwater and freshwater fisherman, and he loves fly fishing for bonefish. He graduated from

Cal State Fullerton with a degree in communications with an emphasis in advertising.

"It is great to have Guy on the Winn team," stated Dr Ben Huang, founder and CEO of Winn. "He

brings key industry and marketing experience that will spark growth for Winn Fishing."



TTW's David Guest and Winn's Dr Ben Huang.



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Wiley X gets partner in Poland

Leading sunglasses and eyewear brand Wiley X has agreed a deal with Gdansk-based firm FTT to be its official distributor for the fishing market in Poland.

Michał Kuźniar, general manager of recently founded FTT Poland, is delighted to bring Wiley X to market. He explained: "I'm very glad to represent such a great brand and to introduce it to anglers in

Poland. I'm sure that the Polish fishing industry was waiting for such product and finally people who love fishing will have a chance to use Wiley X eyewear, which will make their fishing time much more convenient and safe.

"This deal takes the number of international distributors working with Wiley X to well over 30, with much more on



Thomas Wæver and Michał Kuźniar.

the cards according to the company's European vice-president and outdoor director, Thomas Wæver. "Michał Kuźniar and Lukasz Siminski (sales director) are focusing on bringing Wiley X to market."

FTT POLAND

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SURCASTING LEGEND RON ARRA JOINS COUSINS TACKLE

American fishing rod and lure manufacturer Cousins Tackle has revealed that surfcasting legend Ron Arra is joining its team to help develop a new range of signature series rods.

The new 9ft to 11ft 6in surf rods will be handcrafted in America beginning with precision-tuned blanks rolled in the company's own Huntington Beach, California, factory. These

advanced graphite composite blanks feature actions fine-tuned for this specific purpose by Cousins Tackle's head designer Wade Cunningham, working closely with both Ron and Josh Cooper, who recently joined Cousins Tackle following over 13 years designing rods for Lamiglas.

"We are very pleased to be working with Ron and excited about the awesome

line of rods that will result from tapping into his knowledge and expertise," said Bill Buchanan, president of Cousins Tackle.

"Dealers and fishermen across the northeast are going to be blown away when they see the precision and quality in these new rods. We're confident that they will quickly become 'must-have' gear for dedicated surfcasters."



▲ Ron Arra will be launching a signature series under the Cousins brand.

Flambeau hires marketing director

Flambeau Outdoors, a leading supplier in fishing-tackle storage and hunting products, has appointed industry veteran Kim Norton (pictured) as its new director of marketing.

Kim brings 25 years of sales and marketing experience in hunting and fishing to Flambeau Outdoors.

"As we hone the direction of our iconic outdoor brand, I'm confident that Kim's leadership will play a crucial role," said Chris Gurreri, president of retail markets and packaging group at Flambeau, Inc.

"His broad experience and



proven success in developing and marketing products for the outdoor enthusiast makes him a great fit."

Kim most recently served as product line manager at Cabela's and was responsible for all phases of house-branded product development. Previously, he was promoted from director of merchandising and marketing to president at Van Dyke's (a Cabela's subsidiary involved in taxidermy and home-restoration markets).

He has also managed the saltwater division of Pradco Fishing and served as vice-president of sales and marketing at Brell Mar Products.

LEW'S PRESENTS ANNUAL SALES AWARDS

Top American fishing brand Lew's has announced that sales group Mid-America Sports Sales and sales rep Marty Holding have received its top awards for sales for the 2014/15 season.

The Lew's sales group of the year distinction for Mid-America Sport Sales is a first for the Raymore, Missouri-based firm that represents the brand in Iowa, Kansas, Missouri and Nebraska. The Mid-America Sport Sales team consists of Jeff Watt, Steve Kitchen and Tony Morton.

Marty Holding, named Lew's salesman of the year, is a 35-year veteran of the fishing industry. Marty has been a member of the LH French Co, headquartered in Harbor City, California, for 25 years.

"Mid-America has continually grown the Lew's presence in its territory since the relaunch of our brand in 2009 and achieved good increases again this year. Jeff and his team have worked hard to earn this well-deserved top sales group honour," commented Lew's vice-president Richard LaBauve.



SHIMANO AND MILLARDS AGREE DIRECTION CHANGE

After 17 years Shimano and Millard Brothers have agreed to bring their business relationship in Ireland to a close.

From the start of November, Shimano Normark UK has assumed control of the Shimano brand with Ireland. Millards will continue to market Mepps, Maxima, Browning, Zebco, Owner, Robinson, Relix, Condor, Dynamite and more.

Shimano Normark UK's managing director, Gary Lee, said: "Shimano has enjoyed a strong relationship with Millards over many years and I would like to thank it for all its efforts in establishing Shimano in Ireland. We wish the company every success in the future. Shimano will continue to work closely with it through the transitional period to ensure high levels of customer service will be maintained."

George Kelly, Millard Brothers Ireland's managing director, said: "After 17 great years representing and distributing Shimano in Ireland, Millards fully understands and appreciates the global decision taken by Shimano to deal direct and make closer ties to its core customer base."

"This is something that's been happening industry wide and not entirely unexpected. Millard Brothers will continue to distribute its many leading brands and plans are in motion for a change in direction for the future."

* If you wish to enquire about a Shimano account in Ireland please contact Graham Monteith at GRM@shimanonormark-eu.com

POSEIDON PARTNERS WITH BOCA BEARINGS

Eposeidon's KasKing fishing-reel-manufacturing division has announced that it will make several models available with high-performance ceramic Boca bearings after agreeing a partnership with the producer.

They will be select models within KasKing's best-selling fishing reels, the KasKing Blade and the KasKing Triton, and also an innovative new reel scheduled to be released later this year. Eposeidon's marketing director, Tom Gahan, explained: "The performance of Boca's ceramic hybrid bearings is incredible. It's all about taking a good KasKing reel and making it outstanding with Boca bearings."

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POLARIZED SMOKE GREEN LENSES

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POLARIZED BRONZE LENSES

For superior visual definition. Increase contrast, enhance ground level contours in most light conditions. Light transmission: 18%.



POLARIZED EMERALD MIRROR (AMBER) LENSES

An amber tinted lens under an emerald green multi-coat mirror surface that's specially designed to amplify color contrast and deliver high visual definition. Distinct colors and crisp acuity in all light conditions for superior vision performance. Light transmission: 18%.



POLARIZED SILVER FLASH (SMOKE GREY) LENSES

One of the darker lenses Wiley X offers. Multi-coat, Z-Oxide mirror over smoke lenses. Reduces glare. Excellent on bright days. Light transmission: 13%.



POLARIZED BLUE MIRROR (GREEN) LENSES

Multi-coat, green lenses. Absorb reflections across mirror surface, diminish glare. Ideal in bright conditions. Light transmission: 12%.



POLARIZED PLATINUM FLASH (GREEN) LENSES

Multi-coat Z-Oxide mirror over smoke green lenses provides maximum glare reduction without distorting colors. Great for general daytime use. Light transmission: 13%.



POLARIZED AMBER LENSES

Greatly reduces HEV and haze, improves contrast and depth perception. Ideal for fishing, golf, tennis. Light transmission: 14%.



POLARIZED VENICE GOLD MIRROR (AMBER) LENSES

Inspired by the great success we've had with this lens on the Redfish marshes of Venice, LA, it's perfect for sunny conditions. Ideal for fishing in shallow water and target shooting. Light transmission: 12%.



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NEW MANAGING DIRECTOR FOR BAIT-TECH

UK-based bait manufacturer Bait-Tech has appointed a new managing director in the shape of former business development manager Hayley Goldsmith (pictured below).

Hayley, who originally joined the company from a management education background, is also the daughter of the owner Peter Clapperton.

Her promotion to managing director coincides with Bait-Tech's considerable growth and success in recent years after 35 years of trading.

Peter commented: "I'm very pleased and proud of Hayley and the work she has achieved at Bait-Tech. Fantastic work ethic, skills and management experience have clearly proven she is absolutely the right person to see Bait-Tech continue its successful journey. Her deep-rooted values, energy and fresh ideas mean there is no doubt Bait-Tech's ethos will be upheld and further growth assured."

Hayley added: "The last four years have been incredibly enjoyable and I've learnt the business from the ground up.

"Our online presence is growing fast, export sales are up and yet we still have so much more opportunity and growth ahead. I can't wait to get Bait-Tech to the next level."



LIVETARGET signs Scott Martin

High-flying lure brand LIVETARGET has announced a significant coup in signing pro bass star Scott Martin (pictured) to its ProStaff team.

Scott is a leading FLW Tour pro and his long-running TV show 'Scott Martin Challenge' will also be included in this multi-year sponsorship agreement.

"Scott brings to LIVETARGET a great blend of proven tournament fishing excellence along with one of the best media outlets via his TV show and recognised personality," explained the

company's marketing manager, Gary Abernethy.

"We've talked to Scott over the years, and with his recent Angler of the Year achievement on the FLW Tour, and our ongoing growth, it was the right



time to add him onto our team.

"Scott will help us in promotions with the media elements but, as with all our ProStaff, we look to use him and his proven skills as a leading bass angler to help us with our continued lure designs. It is great that Scott is also a multi-species angler, and that works well to help us across a product line that now has over 750 lure models. We have plans to have Scott present tips and techniques to anglers so they can become better fishermen with LIVETARGET lures."

OUTLOOK IS EXCELLENT FOR GERMAN OUTDOOR AND FISHING SHOWS

Organisers claim that signs look very positive for two of Germany's biggest annual outdoor sports exhibitions, JAGD & HUND and FISCH & ANGEL.

The two co-located shows will take place between February 9th and 14th at the Westfalenhallen Dortmund Exhibition Centre in Germany and expect to receive in excess of 80,000 visitors.

A spokesperson for the shows explained: "In 2015, the JAGD & HUND and FISCH & ANGEL exhibitions broke new records in terms of size and international exhibitors; 833 exhibitors from 41 countries, and thus more than ever before, presented their offer. The internationally leading position was improved once again."

"FISCH & ANGEL, the fish and angling exhibition in halls 2, 2N and 3A, will showcase a huge range of angling equipment and show the latest trends of the sector.

"Renowned predatory and non-predatory fish experts will give valuable tips for the best way to catch in demonstrations, lectures and workshops."



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Is external investment good for the fishing industry?

It might seem like a dumb question, but with external investment a hot topic in the tackle trade at the moment, **TTW** had to investigate. Fishing tackle is a tight-knit industry, so are external cash injections always necessarily a good thing?

You can't have avoided the recent big news stories of the tackle trade, where private-investment firms purchased two major players, Svendsen Sport and Fox International. External money coming into the tackle trade is not a terribly common thing, but is has happened more in the last 10 years than at any other time in the history of the industry. Traditionally, fishing tackle has remained a tight-knit, almost family-like industry, whereby companies were started and run by humble groups of enthusiasts. However, as the industry has developed, so has the volume of money in it, therefore attracting outside interest. At first glance, more money coming into the fishing-tackle companies we know and love can surely only be seen as a good thing? Well, that all depends on the circumstances.

Andy Petherick, founder of innovative UK firm LYNX Fishing, which itself was acquired by an engineering firm in 2014, is a strong believer that outside investment is good news for fishing.

He explained: "In my opinion, outside investment brings innovation, deep pockets and a will to take calculated risks, more so than your run-of-the-mill tackle company.

"I also believe that it brings an air of professionalism and a different kind of thinking than the typical people within the industry.

"It's a good sign for the industry, in that professional investors, 'outsiders', are willing to come in. They will have analysed the performance of the business and looked very closely at its potential before parting with their cash – they are not stupid and will have gone through a lot of diligence."

One thing is clear – with more and more investors taking an interest in tackle firms, it does act as a barometer of health for the industry. If it's managed correctly, it can be a raging success.

Alan Gnan, president of American fishing-tackle-component supplier REC, has his own view on the subject.

"Traditionally, many companies in our industry have been started or acquired by individuals with an active interest in angling. In many cases, this personal interest may have been of more importance to the decision to start or acquire an angling-related venture than strictly examining the business proposition from a financial standpoint.

"For a business to prosper and stay in business it needs to make money and in our system, the only reason to start a business is to make money. The fact that several relatively large industry deals have recently been completed by private-equity groups not previously associated with the angling industry is an indication that companies in our space can be attractive to financial as opposed to strictly strategic acquirers, or buyers wishing to enter the industry for lifestyle reasons. For this reason, I believe these recent events to be a positive sign for the industry. Well managed, financially sound companies in the angling space benefit all stakeholders in our industry."

That final point is key: 'well-managed, financially sound' investors are essential. However, they are not always a guarantee.

Mat Woods, brand manager for Avid Carp and Korum (brands of WC Bradley-owned Preston Innovations) said: "Outside investment in angling is a double-edged sword. It's good that the pool of investors reaches wider than the angling industry, because it means some companies can

grow quicker than they may have done otherwise. If the resources are bigger and wider reaching, things like product development, marketing, sales and distribution can be improved more aggressively.

"To some extent there will be companies that don't want to be bought by certain other angling companies and that's where the outside investment becomes more attractive to a would-be seller. I would be wary of certain investors within angling because history shows us how diluted and confused some fishing brands become following said investment or new ownership. In all instances, the lesser of the evils must be considered. Are you selling to cash in, or are you selling to enable growth? Only those selling can answer that."

You may have got to this point in the article and wondered what all the fuss is about. Generally it seems as though external investment brings only positives. This is not entirely true. There are negatives and concerns, as pointed out by Eko Chiu, export manager for Taiwanese brand Okuma.

"We are still in a time where a lot of family owned business with older owners are deciding what to do – some will merge with other companies while others are selling to investment companies.

"In the end, having good, stable, independent brands is probably better for our industry than large companies that buy up multiple brands and then dramatically cut down product offering and margins."

Some of the business practices conducted by firms in control of private investors have concerned others in the industry. Their need to

Are you selling to cash in, or are you selling to enable growth? Only sellers can answer that.

Most outside investors are looking for a quick return on their money.



make a quick return on their investment has led to unsustainable business practices according to Robert Borrenbergs, head of lure supplier River2Sea Europe.

"Regarding what I have experienced in the fishing-tackle business it is a bad thing. The people from investment companies are generally bankers who don't let avid fishermen advise them. Only looking at the short term and making (many

OVER
\$90MILLION
WAS SPENT
ON FOX AND
SVENDSEN

times copying) fishing tackle that only looks good, but doesn't function good. To make, for example, a lure with an excellent fish-catching action you need to invest a lot of time and money in the development process. The investment companies focus and main interest is how to get the return on their investment as soon as possible. Instead of investing in development, they only invest in marketing.

This way they create hype and the consumer will only buy their tackle once. For these products there are almost no repeat sales. The stores are confronted every year with new tackle that are hyped and only sell well for a short period of time, leaving the store, when the hype is no longer hot, with a lot of hard to sell stock near the end of the year.

"What I see in the market is that top brands like River2Sea, which has a long-term focus, is more appreciated by fishermen and will stay successful for many years.

"The fishing tackle from brands like, for example, River2Sea is developed by experienced fishermen who know that the lures are made to catch fish in the first place."

NOTABLE BUYOUTS IN FISHING IN RECENT YEARS

September 2015 – Fox International sold to Mayfair Equity Partners.

September 2015 – Svendsen Sport sold to Maj Investment.

December 2014 – LYNX Fishing acquired by engineering sourcing and supply specialist GMS.

September 2014 – Fox International bought by Next Wave Partners.

June 2014 – Leeda is bought by H Young, owner of Madison.

December 2012 – Abel Reels bought by Mayfly Group.

July 2012 – Cortland Line Co bought by private-investment group.

June 2006 – Pure Fishing acquired by Jarden Corporation.

A cash injection... is it always a good thing for a fishing company?

PALLATRAX RELAUNCH SIGNALS BRIGHT FUTURE

Innovative UK fishing firm Pallatrax is looking forward to a bright future after it officially relaunched itself as Pallatrax Angling International at the **Tackle & Guns Trade Show** in the UK this October.

The company, founded by angling-industry character Simon Pomeroy, was bought by bluechip firm O'Neil Modern Media in 2013, but has just been bought back by Simon, with many exciting plans in the offing.

"The last 18 months have been transitional for us, with things not quite working out with the OMM ownership," Simon told **TTW**.

"However, I am very excited about the future, everything is back in our control, we have increased capacity and an increased team that will help us push forward in the UK and overseas."

One part of the increased team alluded to by Simon is Chris Shute, who joins the company as a project manager, focusing on marketing, media relations and digital commerce.

"Chris previously worked in the corporate world for various companies focusing on software and mobile phones. He is very skilled and also owns a fishery like myself and is a passionate angler, so the fit is perfect," Simon explained.

The company is now looking to continue growing with this new setup in place.



▲ Pallatrax team Chris Shute (left) and Simon Pomeroy.

PALLATRAX

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🌐 www.pallatrax.co.uk

Fishing industry legend Gary Schaefer dies

One of the fishing-tackle industry's most influential figures, Gary Schaefer, has sadly died aged 60.

Gary sadly suffered a cardiac arrest on September 11th, 2015 that left him in a medically induced coma, from which he unfortunately never recovered.

He was probably best known for his long career with now Shimano-owned brand G Loomis, for which he worked for over 20 years as both marketing manager and product development manager.

His influence in rod design is something that shaped the fishing-tackle industry and helped G Loomis establish itself as a major authority in the world of fishing rods. He was a well-regarded stalwart of the industry and also long time friend and contact of **Tackle Trade World**



▲ Industry icon Gary Schaefer.

magazine staff too.

In 2010, he left G Loomis and established his own rod-building business under the name Lewis River Rods. In 2011, this business grew by acquiring fellow rod firm Rogue Rods.

Tributes have poured in for Gary and his family since the tragic news. Shimano marketing man John Mazurkiewicz commented: "Gary was one of the all-time great guys in the fishing business. I had many good times with him, he was always the source of great knowledge and great laughs."

Gary is survived by his wife Jani and two children. Jani has been overwhelmed by the messages of support from the fishing-tackle industry.

"I am touched by so many comments towards Gary and the memories he still occupies in so many," she said. "I am humbled to have had 39 years as his wife. He took me along on his business travels from time to time and I was always amazed at the relationships he forged. He never burned bridges with anyone."

NEW COLLABORATIVE ESTABLISHED TO MAINTAIN FISHERIES

International experts in fisheries management have come together as part of a new initiative, called CFOOD (Collaborative for Food from Our Oceans Data). The coalition will gather data from around the world and maintain fisheries' databases while ensuring seafood sustainability discussions in the media reflect ground-truth science.

The CFOOD project, headquartered at the University of Washington's School of Aquatic and Fishery Sciences (SAFS), is made up of a network of scientists whose mission stemmed from a frustration with erroneous and agenda-driven stories about fisheries sustainability in the media.

It will maintain a website and social media channels that provide a forum for immediate feedback on new seafood sustainability reports and studies.

"The CFOOD website allows us to offer independent scientific commentary to debunk false claims, support responsible science, or introduce new issues based on recent research," said Dr Ray Hilborn, professor at University of Washington's SAFS and founder of the CFOOD initiative.

By reviewing and providing scientific analysis on relevant studies, papers and media reports, the CFOOD network hopes to use science to set the record straight for consumers, so they can have confidence the seafood they purchase is harvested in an environmentally responsible fashion.

POLAND FISHING TACKLE FIRM DRAGON GAINING MARKET SHARE IN UK

Poland-based fishing-tackle producer Dragon is making significant inroads into the UK market through its official distributor UK Lures.

The company has had this UK arrangement established since mid-2015 and is taking advantage of the growing lure fishing sector in the UK market.

UK Lures recently showed the Dragon range at the country's number-one trade show, **Tackle & Guns**, to a very good response.

UK Lures' Lukasz Lesniacki told **Tackle Trade World**: "Dragon has some products very well suited to the UK market and we have so far managed to establish some good connections with the retailers here."



▲ UK Lures' Lukasz Lesniacki.

Carbotex

– the brand of continuous development

Complacency can be the enemy of even the best manufacturer, but that's not a word in the vocabulary of Hungarian line producer Balázs Filament Technologies (BFT). **TTW** caught up with the company to see how it manages to constantly innovate.

“Since the introduction of Balázs Filament Technologies' CARBOTEX Feeder and CARBOTEX Fluoroclear/fluorocarbon coated products we have had a lot of positive feedback regarding our newly developed mono lines,” explains BFT's Lajos Balázs.

“This fact has inspired us (together with the company's raw-material suppliers) to test and make new experiments with new polyamide copolymer raw materials, next to our existing top-quality raw-material types.”

The number of potential end products in the world of fishing line are almost limitless

according to Lajos and his team, not only because of the physical properties and technological parameters of production but also by the raw materials, colour options and huge array of coatings and additives.

One of the most difficult tasks facing a company like BFT is making sense of this huge array of options to create line that is well fitted and balanced towards a particular fishing style or method. There are many complicating circumstances.

Lajos explains: “One of the major complications is the coherence between softness, elongation and breaking strength of a line. There are many claims we are coming across, that a line is sought with

minimal elongation but maximum softness and also with maximum strength. These factors couldn't be maximised in one fishing line, since the basic physical attributions of the raw material can't be modified, if the physical properties are correlated the reverse. That's why it needs to strive to the maximum balance of these

factors in one line. To help us to select and choose the right balanced type, luckily we are working with many anglers and we have a product and brand manager, Béla Kanyó, who is a knowledgeable fisherman and he is helping us with all of the needs of our customers and potential customers.”



Lajos Balázs and Béla Kanyó of BFT.

Based on its skills, knowledge and over 20 years of experience, BFT has created a new series for 2016: the CARBOTEX Elite Series. “The main characteristics of this new family are the highest possible quality of the lines and design. BFT has provided new tools for its own injection-moulding machine to produce a new spool type for this product and it has assigned big resources for providing the highest design level. The project was an entire collaboration of designers, producers, sales staff and test fishing team. The complete part of our products – as all BFT's products – are manufactured in our Hungarian production hall which was refurbished in 2012.”

THE NEW CARBOTEX ELITE SERIES:

CAMELEON BOILIE & CARP:

Especially developed for all carp fishing methods, navy green – medium brown bi-camouflage mono, with high-resistant fluorocarbon coating. Long-distance type.

SPIN & CAST: We wound our best-quality PE8 graphite silicone-coated braid onto the spool in light olive green.

METHOD & FEEDER:

Based on the perfectionist requirements of the English river barbel fishermen, we developed a totally renewed mono feeder line in very dark brown/almost black. This line is very nice for stillwater Method-feeder fishing and comes in small diameters for pickier methods.

TROLLING & SEA:

Transparent navy blue monofil line tested by a sea boat fishing team. Excellent fishing line for all saltwater methods. Our CARBOTEX PLANET OCEAN line was a very good initial point for us to develop this line.

RIG & HOOKLENGTH:

We produced this 50m clear, transparent rig line in co-operation with fine fishing producers. Best balance of strength and softness is the main feature. 50m packing is not available in our portfolio yet but from 2016 we fill this gap in our CARBOTEX assortment.



Investing in the future

Expert OEM rod and pole manufacturer Weihai Julia is a different animal from many of its competitors. President Giacomo Solza reveals his secrets to forging a unique and successful manufacturing business in challenging times.



From humble beginnings as a fishing-pole manufacturer in Italy, Italica SpA has grown to become a major player in fishing tackle OEM production and a market leader in the sailing-mast market. The company has an interesting history and also now holds a unique position in the market as a 100 per cent European-owned manufacturing facility in China. It's been an eventful journey for founder and president Giacomo Solza.

"The company started 25 years ago, we were producing fishing poles for two brands in the Italian market," he begins.



"We diversified by adding sailing-mast production (where we are now the market leader), but around nine years ago we realised that it was no longer sustainable to manufacture in Italy.

"China was the most natural choice to relocate to because Weihai is the home for fishing-tackle industry. It was not easy

because we are one of the few companies in China whose property is 100 per cent foreign and we own and control 100 per cent of the company."

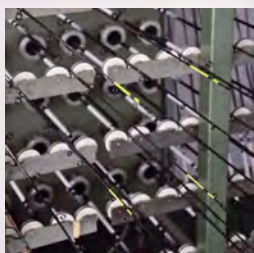
Not easy perhaps, but this is how Weihai Julia was born.

"We are completely different compared with most of the Asian manufacturers. Our company ethos is to create a very strong relation with our customers. We respect them and we understand how challenging is to be competitive in each market."

Being competitive doesn't just come from having keen pricing. When there are so many OEM firms out in China, Weihai Julia has to offer other benefits to its potential customers to stand out.

"From our side, we like to protect our customers' ideas by not sharing confidential ideas with anyone," says Giacomo.

"So many manufacturers in Asia are open



and have no problem sharing one company's product designs with others. This is often not good for the brands that brought the project, which may have taken them years to develop."

Another business approach of Weihai Julia is its fairness. It treats all of its customers with incredibly high care and attention, whether they order a huge or small volume. For Weihai Julia, all customers are good customers – it's part of its ethos of building long-term relationships.

"We think that customers are realising that the most important thing is to have reliable suppliers. We strive to deliver product on time with the best quality and high reliability. Most of our customers know that when they get a delivery from us they don't even have to make their own QC because these are already done by us and they can trust it. The market is crowded with standard product with a cheap price war. We think that market will need innovative product for the right price."

Weihai Julia prioritises development and development time, according to Giacomo. All of its design and product development is done by Italian technicians as its after-sales

service and delivery processes.

It really does appear that the company has the whole plan figured out, but there are some challenges too.

"Our biggest challenge is to build new products that are not yet on the market. We think that being innovative is the only key to succeed in such a competitive market. But that is also our biggest opportunity: if we produce innovative products consistently for the right price, we will keep our customers happy. We are growing our business year by year, even though the fishing-tackle market is not as strong as it was. We will continue to make investments in technologies and R&D and carry on working with our suppliers to ensure our quality remains high.

"The main challenge is not a commercial one but an industrial one. Our labour force has at least one year of full training and we do have at least three Italian technicians at any time on the factory floor. Our future goals will be to have a constant growth, in different markets, with different products, but without compromising our very high-quality standards. Growing means firstly investing in the people who make the company." 

? QUICK-FIRE QUESTIONS

Best place you have fished?

A mountain river called Cimoliana near my home place in northeast Italy.

Biggest effect on the fishing industry you have witnessed?

The limitation on the pole length in Europe to 13 metres, which was one of the reasons it was not possible to sustain production in Italy. That was possibly not the cleverest decision.

Hardest market?

It could be the UK, because it's a very good but challenging market with very high expectation. British customers are some of the most reliable, which meet our business philosophy 100 per cent.

One thing you would change about the fishing industry?

Nothing at the moment.

Describe yourself in three words?

Pretty, young and clever (with a very bright future)!

Frichy

brings fashion to the world

2015 has been a year to remember for Chinese fishing-tool producer Frichy. The company has been on a world tour promoting its new fishing fashion concept and has set itself up for a fantastic year to come.

February 2015 – Fashion in Beijing

Frichy introduced its fishing fashion concept to the world at global trade show China Fish. Cooperating with famous artists, Frichy placed a new emphasis on looks and style to its tools.

June 2015 – Fashion in Warsaw

Thanks to its impressive efforts in research and development to back up this new concept, Frichy picked up the runner-up prize in the Best New Accessory category at the 2015 EFTTEX show awards. This follows up from winning the award in 2011.

July 2015 – Fashion in Orlando

Frichy went to ICAST in Orlando, USA, with the intention of gaining some serious feedback on its new direction and how it can further that. After 46 meetings in three days, it feels it has a solid base to move forward from with the support of its customers.

August 2015 – Fashion in Sao Paulo

Brazil was the next stop on the Frichy world tour as the company exhibited at the country's national show, the Pesca Trade Show, for the first time in its history. This

represented a whole new array of potential markets for Frichy to spread its fashion concept.


September 2015 – Fashion in Abu Dhabi

Again a first for Frichy, the company headed to the ADIHEX show in a bid to expand its business into another uncharted region. The company received a lot of positive feedback to its high-quality products, which were regarded very well by this market.

October 2015 – Fashion in Weihai

Returning to its native China in October at the manufacturers' show, the CGC Weihai Expo, Frichy produced a significant number of new products to help further its fishing fashion concept and also to offer new opportunities to the industry.

November 2015 – Fashion in Moscow

The last stop for 2015 for Frichy is the Safari Expo show in Moscow, which will be an opportunity for the company to discuss its plans for 2016. Even with such a busy and fruitful year behind it, the company is planning even more for 2016, so watch this space! 



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2012



BEST NEW PRODUCT
2013



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A year to remember for Wiley X

Protective, polarising eyewear brand Wiley X has been on a crazy ride in 2015. **TTW** relives a year that saw the company reveal its biggest-ever product launch and chart record success in export markets.

If you've had your finger even remotely near the pulse of the international angling trade in 2015, then you will be well aware of Wiley X. The protective and polarising eyewear brand has made some significant strides this year with the help of coordinated marketing, product launch and sponsorship endeavours.

The brand, headquartered in California, USA, with a European subsidiary in Denmark, has been a consistent name in the fishing industry over the last few years, but has enjoyed some significant growth this year to become a major player.

"This year was always going to be important for the progression of the brand because we executed our biggest-ever launch of new products," explains Ray Hill, director of corporate accounts and outdoor sales for Wiley X USA.

The launch Ray talks of happened at the start of this year, when the company revealed a staggering 17 new models and four new polarising lens tints, giving retailers more choice than ever before to offer to their customers.

"This launch showed that Wiley X continues to be a serious contender in the polarized fishing industry and that we are prepared to invest and develop our range to offer our unrivalled optical and protective technology in more forms than ever before,"



Wiley X-sponsored pro Scott Ashmore (left) with the company's outdoor sales director Ray Hill.

"The launch showed Wiley X is a serious contender in fishing."

Ray adds.

There's no doubt that a product launch like this will have a serious impact on any brand's fortunes, but Wiley X sunglasses offer more than just new styles and shapes. Its polarising technology, Filter 8, is second to none and all its lenses are ANSI and EN safety rated/certified – it also has other options such as a patented removable Facial Cavity™ Seal on selected models – quite simply, Wiley X is all about performance.

While this launch was hugely successful, it was only one component that makes up why 2015 has been a terrific year for Wiley X.

Throughout the year, the market share growth achieved by Wiley X Europe has been impressive. The subsidiary company has been working flat out to establish a larger distribution network on the Continent.

"It has been a record-breaking year on so many levels for Wiley X Europe," explains the company's European vice-president and outdoor director, Thomas Wæver.

Wiley X Europe now deals with in excess of 30 companies distributing its products in the European market, a figure that has grown exponentially over the last two years.

"Obviously the quality of our products and brand are starting to be recognised in the industry," says Thomas.

"In years gone by I would have to work to get in front of decision makers, but in





the last two years big companies have been coming to us and asking to be representatives of Wiley X. This is a very nice position, but obviously it didn't happen by accident."

Besides the huge product launch and the tireless work of Ray his teams to attract new partners and distributors, Wiley X has coordinated an international effort to be present at the major fishing-industry trade shows and have an involvement in some of the biggest worldwide fishing tournaments.

"Being present at both American trade show ICAST and European show EFTTEX was hugely important for our global push this year," explains Ray.

"After such a significant product launch and also with a new slick and streamlined look to the brand, we had to be there to meet the people in the industry and back up what we had done by showing that our service and industry interaction is also second to none.

"We picked up some great business and brand awareness from both events and that all just added to the mixing pot for what has been a strong year in 2015."

As well as this trade promotion, Wiley X

WILEY X
LAUNCHED 17
NEW MODELS
IN 2015.



■ Sponsored anglers are key for Wiley X, with Luc Coppens (left) and Jeremy Staveren two of the big names.

also spread its brand message to consumers with continued sponsorship of the World Carp Classic and World Predator Classic events. The two events hosted probably their biggest and best outings in 2015 and Wiley X was there as a prominent supporter and donator of top prizes at each – including becoming part of its European Fishing Team.

Alongside this in the United States, Wiley X continued to support top professional bass anglers, including Edwin Evers, Stephen Browning and Scott Ashmore.

Ray says: "Each of these top touring bass pros is sponsored by eyewear innovator Wiley X, Inc., supporting their tournament efforts all season long and equipping these pros with the company's premium-quality protective eyewear.

"Wiley X polarising sunglasses provide these proven winners with sharp, glare-free vision to help them spot fish, read the bottom, or even pick up the glimmer of schooling shad below the waves."

So, as the headline of this article states,



■ Wiley X's Thomas Wæver (left) and Ross Honey – Wiley X sponsors Ross' major tournaments.

it has been a year to remember for this innovative eyewear brand. However, it has not happened by accident – it is down to the perfect cocktail of unique products that perform, a great team ethic and well co-ordinated and strong marketing.



■ European show EFTTEX was a big success for the brand.

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Pro Tackles

aims to reign in Spain

Italian firm Pro Tackles, owner of the ever-popular Molix brand, has been trialling a new way of working with an export market in Spain – and it now believes the process could catch on with many of its other international markets.

Italian fishing-tackle supplier Pro Tackles has started a new adventure in the south of Europe, with Spain the country elected for its new way of dealing with a foreign country. It's a process that, if successful, will become a standard in those territories where it could be applied, according to the firm.

"The reality is that retailers are in need of something else, rather than simply the delivery of the goods," says Molix CEO Stefano Sammarchi.

"There is an increasing need of a more specific kind of support, consultancy and a more direct relationship



with the company. People need to be advised by passionate and knowledgeable professionals and this is exactly what our new way of working is all about."

Pro Tackles is willing and able to fill what it believes is a gap with all of its expertise through several actions, according to Stefano.

"We offer fair prices, something that is always of major importance for the customer; specialist counsel and the presence, within the store, of the company's staff, presenting the new releases, showing how to use them, talking to the shop's customers on very specific techniques."

This modus operandi has been long

tested in Italy, where Molix staff work hand in hand with the retailers in their area and give speeches and present shows to help people understand the product and make a better purchase.

This is something that needs a certain amount of focus and dedication from the company, hence is truly impossible to bring forward, in a proper way, with a massive amount of sales points around the country. Consequently, the second part of the plan is dedicated to building a small sales force concentrated

in a selected number of retailers, some of them with exclusive deals for the area, that will become the Spanish Molix Points; trained, knowledgeable, skilled on the products and supported both by the commercial and promotional side of the company.

"Spain is a very interesting territory for Molix," Stefano adds. "The brand is well positioned on the promotional side, the staff comprises a large number of very important bass fishermen, competing and scoring high in the most important national and regional tournaments, there are a few saltwater specialists, both skilled on lure casting and deep jigging or inchiku, plus pike, trout and even freshwater fishermen who launched a new lure fishing technique dedicated to large carp and the local barbel." 🇪🇸

SPAIN IS A VERY
INTERESTING
TERRITORY
FOR MOLIX

MOLIX

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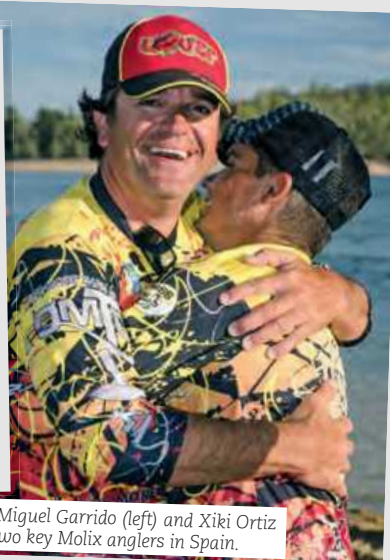
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🇪🇸 Molix' media manager
Nicola Zingarelli shows off
a typical Spanish barbel.



🇪🇸 Pro Tackle's Stefano Sammarachi (centre) with Mike Iaconelli (right).



🇪🇸 Miguel Garrido (left) and Xiki Ortiz – two key Molix anglers in Spain.



Spotlight on... Ice Fishing

The temperatures are dropping, the fish are bunching together and the dreaded ice is creeping in. But the ice need not be dreaded if you invest in some high-quality ice fishing tackle and take advantage of a thriving market.

There's no doubt that in winter people tend to go fishing a bit less often and it causes a subsequent drop off in trade for the fishing-tackle industry. However, there are steps that you can take to tide your business over for winter – and one of those is focusing on ice fishing.

A common fishing practice in northern parts of North America, Scandinavia and Russia, ice fishing's popularity is spreading to those areas that go way below freezing in the winter months.


The great thing about ice fishing from a retailer's perspective is that it is a simple technique for people to try, but it requires some specific tackle, which means increased sales.

An ice fishing rod and reel almost look like mini-versions of their adult counterparts, but they are exactly what you need for this type of fishing. You can also sell numerous other products to make the ice fishing

experience more comfortable for your customers, such as shelters, clothing and augers.

Ice fishing is a market that has attracted attention from some of fishing's more serious players in recent years and there really is no reason why you shouldn't consider

investigating the market further and seeing what the potential is in your area.

Ice fishing could tide you over for winter. 

ICE FISHING
REQUIRES
SOME SPECIFIC
FISHING
TACKLE

TOP FIVE ICE FISHING CATEGORIES

... AND WHY
YOU SHOULD
STOCK THEM

COMBOS

Ice fishing tackle can seem daunting to those who haven't tried it before, hence why combos are popular sellers. Rods and reels together give anglers everything they need and there are numerous price points available.

SHELTERS

For there to be ice, it needs to be cold, and fishing in the cold can be unpleasant. With this in mind, several companies now produce ice fishing-specific shelters than can keep the wind off your back and your line in the water longer – thus increasing catch rates and enjoyment.

AUGERS/DRILLS

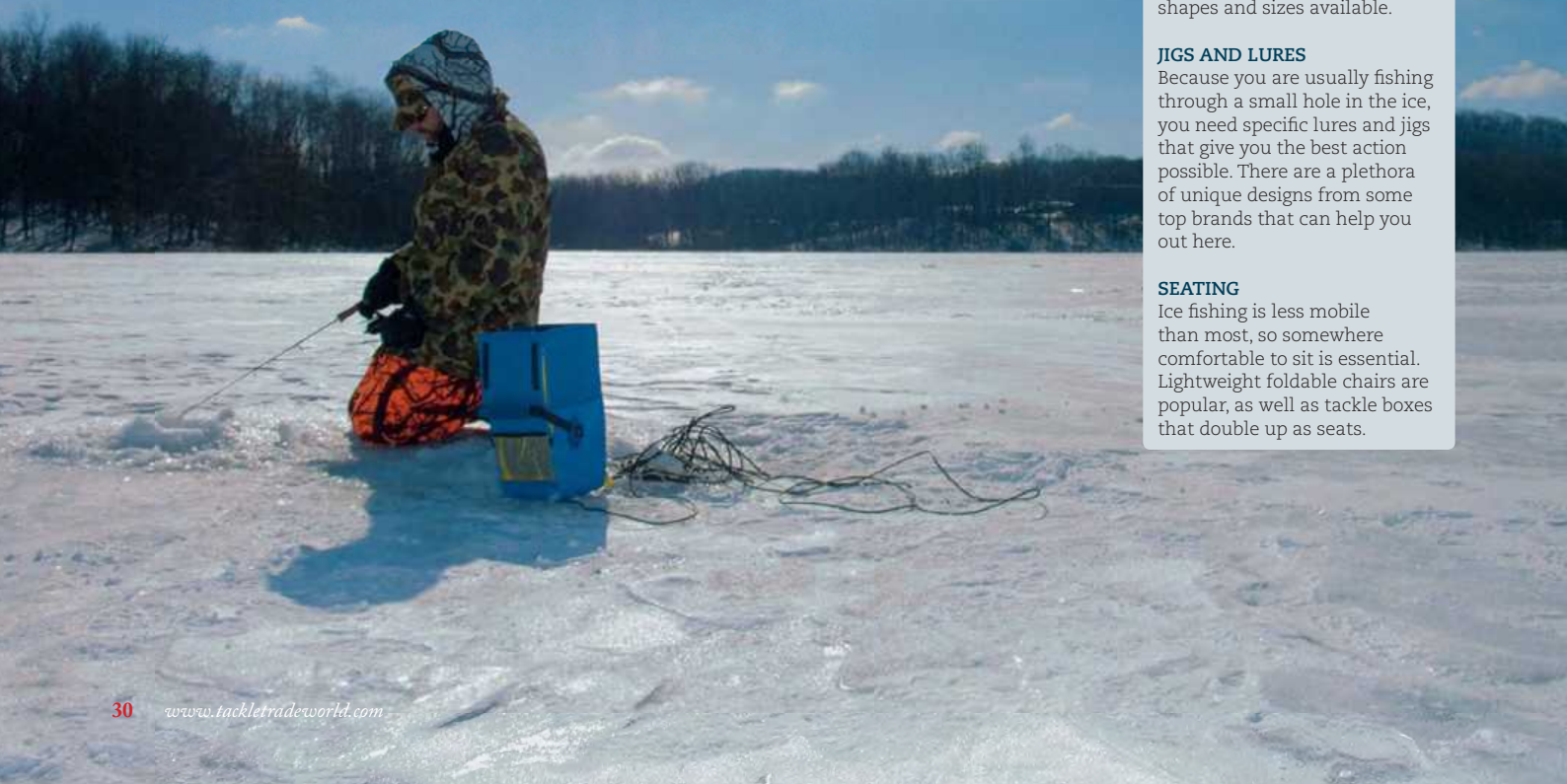
One of the most important tools for the modern ice fisherman is an auger or drill. On lakes where it's thick enough to walk across, a good-quality auger is essential to accessing the fish-filled water below. There are numerous shapes and sizes available.

JIGS AND LURES

Because you are usually fishing through a small hole in the ice, you need specific lures and jigs that give you the best action possible. There are a plethora of unique designs from some top brands that can help you out here.

SEATING

Ice fishing is less mobile than most, so somewhere comfortable to sit is essential. Lightweight foldable chairs are popular, as well as tackle boxes that double up as seats.





INSPIRA S



360 degree anti-twist
with pressure taken
from line roller



360 degree anti-twist with pressure
taken from handle

TCA (Torsion Control Armor) against body twist and torque:

Torsion Control Armor (TCA), utilizing a double arm design creates a much higher performance when under pressure from both the line pulling through line roller and the line retrieval when turning the handle. The torsion resistance is 25% stronger than a traditional design.

TCA

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Global Perspective

What shape is the global ice fishing market in? What are the growth areas and trends? To find out, **TTW** spoke to some of the leading brands and companies.



▲ **RAPALA ICE FORCE**, Tapio Verho, ice fishing manager

VIEW ON THE GLOBAL ICE FISHING MARKET

“The North American ice fishing market has totally changed within the past two decades, with the introduction of ice fishing-specific tents and shelters, modern power drills, advanced electronics and cabin-like, comfortable fish houses. We are now expecting the culture to gradually change in Europe and have expanded our offering to be part of the progress and to be able to offer winter anglers a wide array of modern tackle and accessories under our Rapala, Mora Ice, Sufix and Blue Fox brands.

USA and Canada are naturally the largest markets worldwide, but we also have a strong

presence and are rapidly growing our market share in the European ‘Ice Belt’ – Scandinavia, northern Russia, the Baltic States and northern parts of east Europe. The Asian market for ice fishing is also developing fast.

ANYTHING
THAT MAKES
ICE FISHING
COMFORTABLE
IS POPULAR.

Everything that makes the ice fishing easier, more comfortable and more effective is getting more popular. Fishing is a lot more fun when you are not freezing and have a chance to get out of the elements and into a shelter, pulling your gear in a sled instead of carrying it on your back, using power drills to drill the ice, have fishing electronics to help you find the fish and modern rods and reels that make the fishing a lot more effective. For this we offer Rapala shelters, sleds, modern rods and reels and ice fishing-specific accessories, specialised Sufix ice

fishing lines and Mora Ice and Rapala-branded electric and gas-operated power drills.”

TOP-SELLING PRODUCTS

“We introduced advanced cordless-power-drill-compatible Rapala UR ice drills last winter and they were an instant success – up to a point that our ice-drill factory is struggling to produce enough of them to meet the demand. New power-drill models are also being introduced for the Mora Ice range.”



▲ LINDY FISHING TACKLE, Jon Thelen

**VIEW ON THE GLOBAL
ICE FISHING MARKET**

"The global ice fishing market provides a growth opportunity for both companies and participants – there is a lot of scope.

As ice fishing continues to become a more 'comfortable' outdoor activity with the advent of warm ice clothing, boots, houses and so on, participation should only continue to grow.

The Midwestern USA is Lindy's strongest ice fishing market. Primarily Minnesota, North Dakota, South Dakota, Iowa and Wisconsin, with growth opportunities throughout the Northeastern US from Michigan east.

On the tackle side, I believe one growth area is the 'fishing outside the hole' concept. Using lures that swim horizontally and cover much more circumference under the ice than the 7in to 10in hole they are being fished through. This will bring more angler success and hopefully, in turn, more sales for people selling ice fishing equipment."

TOP-SELLING PRODUCTS

"The Lindy Perch Talker is the hottest lure on the market today. Brass beads make a clicking sound when jigged to draw perch and other curious game fish into the neighbourhood, and livebait dangles on a dropper chain making it look like natural forage.

The Lindy Rattl'n Flyer Spoon is one of the top-selling ice spoons of all time. Built for all species from walleyes and trout to panfish, the Rattl'n Flyer Spoon has rattles that attract fish and its wing-shaped design makes the spoon swim outside the hole on the drop. It is a great spoon for delivering all types of baits, live or plastic."



▲ Ice fishing is a key market to help increase revenue over winter.

▲ 13 FISHING, Matt Baldwin, business manager

**VIEW ON THE GLOBAL
ICE FISHING MARKET**

"The ice fishing market can be as fickle as the winter weather, but I think it is a strong market. A handful of companies are really investing in new designs that are catering to the needs of the anglers.

I believe that demand for these new designs could fuel additional growth in Russia, Canada and the Nordic countries. I would love to see more ice fishing events that cater to young anglers in these markets... this would really help fuel future growth and expose more people to this great sport.

The Midwest USA is by far our strongest ice fishing territory, the hard-water anglers in this part of the country have a passion for the sport.

In terms of trends in ice fishing, inline reels continue to grab market share and avid anglers are pushing for high-end species-specific gear."

TOP-SELLING PRODUCTS

"Our new Tickle Stick ice rods are one of the hottest products in the industry. They feature a completely new type of rod construction that will improve your bite-to-hook-up ratio significantly."



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FRABILL
PREDATOR ICE SHELTER



ST CROIX
LEGEND GOLD ICE RODS



HT ENTERPRISES
ARCTIC FUSION TX
SPINNING COMBOS



Shop Window

Find out which of the latest products you should be stocking from the world of ice fishing

HT ENTERPRISES

ARCTIC FUSION TX SPINNING COMBOS

HT, the industry leader in innovative ice-tackle design, introduces Arctic Fusion ice combos!

Featuring exquisite blank tapers to provide superior sensitivity, lightweight, single-foot E-Z ice out guides and patented "total touch" handle and reel seat assemblies, these systems enhance transfer of lure motion through the line and directly to your fingertips by keeping them in direct contact with the blank!

Each Arctic Fusion combo is matched with an ultra-smooth, three-bearing, infinite anti-reverse spinning reel.

FRABILL

PREDATOR ICE SHELTER

Frabill's premier ice-shelter series combines durability and mobility with five-star luxury. With their patented Modular Seating System (MSS), Predator shelters can be configured to comfortably seat two to three anglers, with generous headroom for standing, drilling holes and setting hooks. Its heavy-duty aluminium frame and rugged roto-moulded base provide superior wind and weather protection.

ST CROIX

LEGEND GOLD ICE RODS

Fishing-rod expert St Croix has a strong collection of ice fishing rods, which could help you break into this market – none more so than the Legend Gold ice-rod range.

The range features precision-taper solid carbon blanks that provide extreme performance. They also feature innovative neoprene skin handles, Fuji SK2 reel seats and Pac Bay Minima guides.

Finally, the rods are completed with 24k gold-plated super-finesse strike indicators – a touch of class.

MORA ICE

EASY AUGER

Mora's economy and family hand drill is one of the top-selling ice drills worldwide. This non-folding all-round drill is suitable for all kinds of ice – blue, double or soft and porous spring ice. Low torque is needed, which makes the drill easy to turn and ideal for the entire family. The razor-sharp spare blades made of Swedish stainless steel are easy to change. Mora Ice Easy has a comfort grip, is extendable and has a low weight. It can be used with cordless power drills (18mm adaptor required).

HT ENTERPRISES

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MORA ICE

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MORA ICE
EASY AUGER



SUFIX
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FLUOROCARBON



LINDY
PERCH TALKER



WESTIN
W4 WINTER SUIT



WESTIN

SUFIX

LINDY

W4 WINTER SUIT

Wind, rain, hail or snow are no longer an issue! The W4 Winter Suit is all you need to stay put when the going gets tough.

Quality, function and comfort were the main priorities when designing this two-piece suit. Both the jacket and pants are packed with all the functions and features demanded by hardcore anglers. It's waterproof, windproof and breathable and with its light and soft comfort design it will keep you warm and dry all day long.

INVISILINE ICE FLUORO

Designed with a low-stretch index for optimal hook-setting power, Sufix Invisiline Ice fluorocarbon sinks four times faster than monofilament line, getting your bait to the strike zone faster, when it counts. All that, and it's practically invisible in the water — just the ticket when fishing for spooky walleye or panfish.

Unlike traditional fluorocarbon lines, Sufix Invisiline Ice fluorocarbon spools off spinning reels with ease, while still offering superior sensitivity, strength and handling, and abrasion resistance. Hydrophobic, it repels water, minimising line freeze.

PERCH TALKER

The Lindy Perch Talker features a series of beads and discs above a small length of chain. These create clicks and clacks that serve as auditory attraction, while the colours come into play as visual stimulus. The chain holds the hook and serves to separate the sound and visual attraction from the business end so that even spooky fish strike.

New colours include Sherbert, consisting of green, yellow and orange to simulate a yellow perch, Candy Cane Glow, with pink beads and glow/white discs, Metallic Red Chrome featuring red and silver, and Metallic Pink Chrome.

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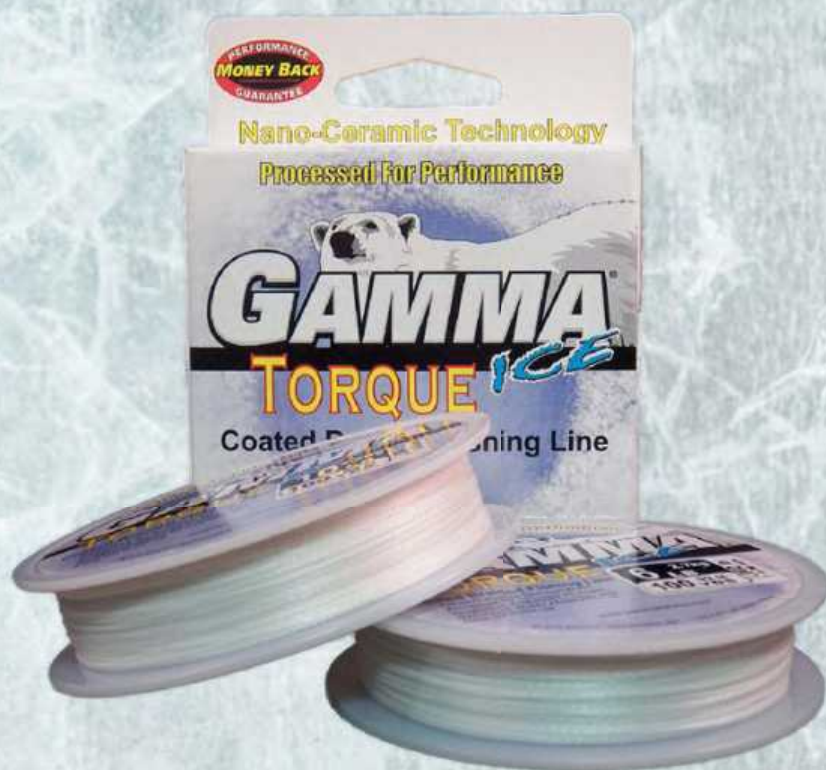
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Turn up the torque on your ice fishing offerings

Ice fishing, by its very nature, demands fishing tackle of specially tuned specifications and high quality – and Gamma, creator of impressive molecularly altered fishing lines, has plenty to offer in this segment.

Gamma has long been known in the fishing industry as the creator of some unique and specially developed fishing lines. The company's work has attracted quite the cult following in the industry, and that following looks set to be expanded into the ice fishing market with its latest offering.

Gamma Torque Ice Braid is the very latest addition to the company's line-up – and as the company itself describes, this isn't your Grandpa's old ice line.


Specifically engineered for the rigours of ice fishing, the line is based on 100 per cent Spectra fibres – these fibres are then infused with a special Dyna-Tek nano-ceramic material. Dyna-Tek nano-ceramic coating goes beyond just a coating, it infuses itself between each strand and binds with it – protection inside and out.

In real terms, this technology gives the line incredible durability, reduced friction and prevents ice build up on the line – making it a line that performs to the

very highest standard in the very coldest conditions.

Dale Black, boss of Black Knight Industries, which owns and operates the Gamma brand, explained: "You get the positives of sensitivity, strength, minimum diameter and near zero stretch that comes with a braided line but also anti-icing characteristics. This line should be a real game changer for ice fishermen. It allows them to concentrate on catching rather than worrying about if their line is going to withstand the extreme conditions."

The line follows a trend in fishing that has seen more and more products specifically designed for ice fishing brought to market. It is clear that the ice fishing market is one that is experiencing a considerable growth curve.

Gamma Torque Ice is available on 100-yard spools, in five sizes and is Arctic White in colour – to offer you camouflage from the fish you are trying to catch. 

GAMMA TORQUE ICE SPECS

US Size	Mono Equivalent	Diameter	Actual Test Strength	Spool Size
6#	1lb	.002in/0.06mm	14lb/6.4 kg	100 yd/92m
8#	2lb	.003in/0.08 mm	15lb/6.8 kg	100 yd/92m
10#	3lb	.004in/0.10 mm	16lb/7.3 kg	100 yd/92m
15#	4lb	.006in/0.15 mm	23lb/10.4 kg	100 yd/92m
20#	6lb	.008in/0.19 mm	27lb/12.2 kg	100 yd/92m

Expecting MSRP Pricing will be around \$14.99

GET YOUR PRODUCTS IN THE Shop Window



Tackle Trade World's Spotlight On articles give readers a full, in-depth insight into specific product categories and give you the chance to showcase your products in the perfect context.

Pick the right issues to make TTW an even more effective marketing tool for your fishing business.

JANUARY:	Sunglasses/Eyewear
FEBRUARY:	Reels
MARCH:	Rods
APRIL:	Fly Fishing
MAY:	Line
JUNE:	Lures - Soft
JULY:	Lures - Hard
AUGUST:	Terminal Tackle
SEPTEMBER:	Bait
OCTOBER:	Clothing
NOVEMBER:	Luggage
DECEMBER:	Boats/Kayaks/Watercraft

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Use the (Ice) Force

Looking to get into the ice fishing market but not sure where to start? Or perhaps you already deal in ice fishing tackle but need some exciting new products to give you a boost? Look no further than Rapala's Ice Force collection.

As the cold months set in for the northern hemisphere, angling becomes more challenging and so do sales for fishing-tackle retailers. It doesn't have to be that way, though. Ice fishing is a market of growing stature and revenue, with more and more anglers keen to try their luck fishing through the ice. If you've never dealt with this market before it could be daunting. If you have, you'll know it can be quite technical, with some very specific gear. Thankfully for both camps, industry-leading and well-respected firm Rapala VMC Corp has its own take on this market – Ice Force.

Being able to utilise the well-known brands of the Rapala stable makes the whole ice fishing experience much easier – take the newly released Sufix Invisiline Ice fluorocarbon, for example. Designed with a low-stretch index for optimal hook-setting power, it sinks four times faster than monofilament line, getting your bait to the strike zone faster when it counts. All that, and it's practically invisible in the water – just the

ticket when fishing for spooky walleye or panfish.

If that's not enough, then perhaps a plethora of new colour patterns on three popular lines of Rapala ice fishing-specific lures can help heat up your ice fishing sales. The Jigging Rap, Husky Jerk and Rippin' Rap have all been given a host of new attention-grabbing finishes that promise to entice bites from even the most wary of fish.

The Jigging Rap is a balanced, weighted minnow profile that features a tantalising circular pattern when falling. The Husky Jerk features a longer profile, better suited for casting and trolling thanks to a large lip, and the Rippin' Rap is an easy to fish lure with variable running depths and big sound under the surface.

If those lures don't tick the boxes for

your customers, then perhaps the new VMC Tungsten Ice Jigs will. As you may have guessed, these are manufactured with tungsten, a much heavier and denser material than lead, meaning they sink to the cold depths much faster than lead equivalents. Intelligent hook design ensures lookers become biters.

VMC's exclusive Power Gap hooks feature a wider round gape than other micro-jigs of equal weight, greatly increasing hook-up percentages.

There are several variations available,

Being able to utilise well-known brands from Rapala makes ice fishing much easier



ICE FORCE
PROVEN HARDWATER GEAR



including the Fly Jig, Chandelier Jig, Nymph Jig and Wax Tail Jig.

VMC has also launched a range of innovative treble hooks that are designed to help you get more hook-ups, the Glow Resin Trebles. They comprise a classic VMC 9650 round-bend treble hook permanently dressed with a durable epoxy resin infused with Ultra Glow colour patterns that will hold a charge for as long as 15 minutes.

As another lure option, you can also choose new items from the Trigger X brand.

New shapes for 2015 are the Trigger X Wingding, Boot Tail Minnow and Curl Tail Minnow. And, the Trigger X Nymph and Flap Tail Grub are now available in new 2in models. Like all Trigger X baits, these new offerings rely on the proven ACT formula for success — action, colour and taste. Those three elements consistently trigger fish to bite, both in open water and through the ice.

The new designs are Wingding, Boot Tail Minnow, Curl Tail Minnow, Flap Tail Grub and Nymph.

Aside from actual fishing tackle, Ice Force offers plenty of accessories that make the experience easier and more enjoyable for anglers too.

Take the StrikeMaster Lazer Lite 6in


auger. Powered by an economical two-stroke, 32cc, 1.5-horsepower Solo motor

with a two-year warranty, the Lazer Lite's fast-cutting 6in Mora twin stainless-steel Lazer blades make quick work of hole punching when following schools of foraging fish.

Then there is the MarCum Technologies brand. There are several exciting launches from this company for this ice fishing season, including a range of new versions of its flasher sonar displays.

In addition to increased viewing angles and anti-snow enhancements, the three units in MarCum's flasher line-up now offer a larger display – the MarCum LX-5i, LX-3tci and VX-1i.

Another interesting MarCum product is the Wireless Remote Camera Panner. An easy to use tool, simply place it over any ice hole and – with a push of a button on a key fob – the device's fully integrated camera panner will scan a full panoramic 360 degrees from as far as 30 feet away. An internal rechargeable lithium battery offers up to eight hours of service between charges.

So there you have it. Ice fishing doesn't need to be complicated; there are plenty of innovative products to make it easy for you and your customers. And Ice Force offers you a genuine one-stop shop for the occasion. 

ICE FORCE
OFFERS MANY
ACCESSORIES
FOR ICE
FISHING



Quality and innovation from Indonesia



Renowned Indonesian manufacturer PT Central Sarana Pancing is far more than just your average fishing-tackle producer. Owner of multiple strong brands and a strong historic link with Europe, this is a company you really should get to know better.

A family owned and run company since 1991, PT Central Sarana Pancing has more to offer than first meets the eye. Producer of quality lines, reels and plastic boxes, it owns prestigious brands including Relix, CarpLinq, CatLinq, Rig Solutions, Matsuri and also conducts a healthy OEM business.

The company currently owns four significant factory buildings; a house injection and die-casting facility, reel factory, monofilament factory and braided line factory cover an impressive 113,000 square feet (10,500 square metres). It has also just opened a brand-new facility in central Java, Indonesia, that specialises in line extrusion, spooling and rig tying, as it looks to expand its successful brands' product ranges.

PT Central Sarana Pancing takes advantage of some state-of-the-art facilities, such as a specialised research and testing laboratory, in-house photo studio, in-house design graphics department, 3D printer to create prototypes and an on-site fishing pond. The company is committed to developing new products, making a significant investment every year in research and development.

PT Central's reel production is backed up by Korean engineering and tooling and is specialised in baitcaster and baitleader reels.

Its line factories offer a complete range from nylon, fluorocarbon to braided line and offer a wide range of products to suit every angler from fishing newcomers to most advanced specialists.

The company also has many of its lines tested to comply with the EFTTA Line Charter, to fight the incorrect labelling.

Examples that showcase what this company is about are perhaps best seen under the Relix brand, with its aluminium baitcast reel, Argent, and innovated Fantastic braided lines with improved knot strength and smoother surface, also premium fluorocarbon monofilament line from Japan called Perfect FC, which

is invisible underwater.

Relix 3Gen Duranium is a third-generation terpolymer monofilament line that is stably strong with good abrasion resistance. It has been tested to be eight times more abrasion resistant than common nylon monofilament lines. Besides the usual super strength of 3Gen lines, Relix 3Gen Duranium also has remarkably high knot strength. All of which make it one of the toughest lines in the world.

PT Central Sarana Pancing offers superb-quality products in combination with friendly service and would welcome enquiries worldwide.

BENEFITS OF WORKING WITH PT CENTRAL SARANA PANCING

- Its own R&D development
- Tough quality control
- European product managers
- Field-test anglers
- Japanese extrusion technology and raw materials
- Extensive promotion via trade magazines and international shows
- Fair wages to its employees in factories
- Eye-catching packaging
- All incorporated in own factories in Indonesia



VISIT PT CENTRAL
AT CHINA FISH,
STAND NO E1
HALL BOOTH A150
EFTTEX STAND
NO C99



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Finally TORZITE covers a wide range from finesse to saltwater fishing

What we expect of the ideal guide formed by metal frame and ceramic ring,
is to maximize the potential of the rod, reel, and line.

Thanks to the newly developed ceramic which has better comprehensive strongness than silicon carbide,
it allows the ring to have ultra slim ring shape and light weight.

Brand-new flanged shape "TORZITE-F" is added to TORZITE product line, which is near-ideal best ring we can imagine.

The New Developed Ceramic



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2014

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-F

A great new way to sell fishing tackle

If you're an up-and-coming fishing-tackle supplier looking for an effective, stress-free and affordable route to market, your prayers have been answered.

TackleHound.com is here to help you grow your business.



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- Just £200 annual fee to join.
- Your products promoted through a huge array of fishing media brands.
- Only a very competitive commission is taken.
- Unlimited listing for all traders.
- Customers can buy products from multiple companies in one transaction and your portion of the sale is sent automatically to you.
- It's a quick and easy route to market, with all the marketing taken care of for you.
- Reach over a quarter of a million anglers through the supplied free digital marketing.
- Reach thousands more through a series of seven fantastic print fishing magazines.

TACKLEHOUND.COM

Imagine if there was a system where you could list your products on an online marketplace dedicated to anglers for a minimal annual fee and for low commission. Imagine if that marketplace was backed up by angling's biggest independent publisher with a plethora of print and online brands to market your products for free. Imagine if working with this quick and easy-to-use service could help boost your sales significantly alongside your other routes to market. You don't need to imagine any more. *Tacklehound.com* is here and it could become an integral part of your fishing-tackle business.

Built on a similar model to thriving online marketplaces such as Amazon, TackleHound is targeted specifically at anglers and can

offer you a marketing profile that you would simply not be able to achieve for the same money on your own.


Brands including Advanced Carp Fishing, Coarse Fishing Answers, Total Sea Fishing, Pole Fishing, Total Carp, Total FlyFisher, Match Fishing and LURE will be promoting brands and products listed on TackleHound through a huge audience in print and online. All you need to do is pay an annual fee of £200 and list the products you want to sell. When they're sold, TackleHound takes a small commission, you ship the products and then TackleHound sends you your money. It's that simple.

TackleHound's Dan Lauritzen explains: "*Tacklehound.com* will be more than just another tackle website. With the power of

our established brands – using both print and digital channels – we will actively drive customers to the site and push sales for you. Products and sellers on *tacklehound.com* will be carefully selected so that shoppers know the items featured will be well worth buying."

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Wychwood

makes fly line choice simple

UK brand Wychwood has launched a range of unique new fly lines that it says directly address the needs and requests of modern fly anglers. **Tackle Trade World** explains why these lines could change the game for fly fishing dealers.

Naturally, it pays to have experts in your research and development teams in the fishing industry. However, it also helps if those experts place emphasis on listening to the needs of the market and, perhaps more importantly, reacting to that information.

That is precisely what has happened with UK brand Wychwood. Owned by the UK's largest fishing-tackle wholesaler Leeda, Wychwood's fly fishing team has been hard at work to reveal what it believes is a range of fly lines offering many 'firsts'.

"Our new Connect Series of fly lines has been made by taking on board comments and ideas from some of the top names in the fishing

industry about fly line functionality," explains Wychwood Game brand manager Steve Cullen.

"The Wychwood design team found three key areas that kept popping up in conversation. The vast majority of anglers were obsessed with casting distance, fly presentation and, most importantly, take detection. We have striven to ensure that all three points have been addressed effectively with the Connect Series."

The range, which comprises 10 new fly line designs, features a longer and heavier front taper, which allows anglers to perform tight loops when casting so that good distances are easily achieved and means that more water can be covered with



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Wychwood Game brand manager Steve Cullen.

very little effort.

The additives used during production of these PVC lines offer a slick coating and also help reduce line memory, offering ideal presentation in all fishing situations, from close-quarters work to targeting fish feeding at range.

The core of the lines, made up of a braided nylon, offers the best of both worlds when it comes to 'feel'. It has enough stiffness to register those finicky, half-hearted tugs, yet it has a small amount of 'give', which ensures smash takes are easily avoided.

"Another important factor is that we have made everything easy for the anglers," says Steve. "Each line uses a number of logos that show its properties easily and clearly and we have also explained the right conditions to

THE LINES

Feather Down Floater

A great choice for river or stillwater fishing where accuracy and delicate presentation are a must.

Rocket Floater

Ideal for fishing from a drifting boat, or on the bank where punching a line into a headwind is required.

Little Dipper

Just the ticket when you need a line that crosses the floater/sinking line divide, offering great control from boat or bank.

Big Dipper

A longer, sinking tip section allows the flies to fish at a different angle from the shorter Little Dipper. It will also get deeper down in the water column.

Hoverer

This has the ability to hold your flies in the zone for far longer due to its very slow sink rate.

Ghost Intermediate

A superb all-rounder, this line has the ability to enhance your catch rate on all manner of stillwater fishing situations.

Mid-Zone

This is the perfect small stillwater sinking line, which will work extremely well when it comes to fishing everything from nymphs to lures.

Low-Zone

This is a line that's tuned to fishing large individual lures or even teams of flies at depth with very little effort.

Deck-Zone

For the reservoir angler – and anyone who has access to deep water.

River Nymph

The ultimate fly line for all manner of river fishing applications where delicacy and finesse are required. A product of real calibre.

use each line in. Often fly fishermen, even experienced ones, will go into a retailer asking which line they should use for a specific situation, so we have made that process as straightforward as possible for both retailer and end consumer."

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Urban finesse game

Lightweight, urban fishing is a style that's becoming increasingly popular as anglers look to squeeze their fishing into hectic modern lifestyles. Zerek has a range of products to suit this style, including the stylish and effective Bulldog.

Urban fishing provides an alternative solution for anglers who are unable to go on full-day fishing trips due to hectic work schedules and family commitments. The option to sneak away for an hour or two targeting rivers, waterways, canals, reservoirs and ponds within the city, allows for a quick fix to cure that addictive fishing itch. The target species in these places are often smaller than their counterparts elsewhere and the downsizing of tackle is a must to maintain the element of fun and to give the fish a fighting chance.

The urban angler has to be mobile and must be able to adapt to the constant change in terrain as he covers ground looking for potential areas that might hold fish. Being equipped with the knowledge that fish hold close to structure and often forage for food near shore lets the angler choose his battleground decisively

rather than wander around aimlessly, hoping to chance upon some fish.

Once you have decided on the area that you would like to comb, the next step is to establish what to use to target your quarry. This step can be simplified by observing what is available in the area you are

fishing in. It could be small baitfish, insects or some sort of shellfish.

Theoretically, the presentation of something similar should get you a bite or two. However, there is always a chance of getting snagged in unfamiliar terrain, especially when fish are holding close to structure.

While you can't avoid getting snagged in a new fishing area, there are several ways to reduce it. One of the favourite ways to cover new ground is to use Zerek's latest addition to the Finesse Craft Series – The Bulldog. Measuring in at 38 millimetres, the floating crank bait

weighs in at 4g and is ideal for targeting fish in shallow waters close to shore. The lure has a tight wobbling action as it dives during retrieval, mimicking a small fish swimming for cover. The forward profile of the lure also makes it less prone to snags as the bib knocks into structure, invoking the curiosity of fish nearby with its in-built rattle. Its slow rise on the pause leaves the lure longer in the strike zone, triggering both instinctive and reactive bites.

Simply cast at a 45-degree angle to the shore and give it a few quick cranks to get it to the desired depth, and slow down your retrieve. Pause for a second when you hit structure so that the lure can rise above it and continue with your retrieve. Be prepared for bites to occur on the pause. A rod with a sensitive tip like the 2015 Zerek Naginata Finesse model is preferred when using the Zerek Bulldog.

It's available in 10 colours to suit varying water conditions. ■

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MORE DETAILS ON PAGE 21

Last Meter, first contact!

According to European carp fishing powerhouse Prologic, your 'last metre' of any fishing setup is by far the most important. So its aptly named Last Meter range aims to help anglers improve at the section where the magic really happens.

“We have been working hard over the last two years to set up a new and comprehensive range of terminal tackle able to cope with the high technical specifications needed from every modern carp angler.” These are the words of Prologic brand manager Enrico Parmeggiani.

“The rigs used in carp fishing have evolved dramatically during the last few years, so we have been fine-tuning each product down to the smallest detail to reach our target.”

In constructing the products, Enrico and his team have used mostly TPU material, which is one of the most eco-friendly plastic types with a multitude of uses. The Last Meter range has made a conscious effort to reduce the amount of PVC used in its products to make it much

Prologic brand manager
Enrico Parmeggiani.



more environmentally friendly.

Attention to detail has even been paid to the packaging to make it totally user friendly – most of the boxes can be used straight in your tackle box, and thanks to the special sticker that provides product information and the image on the front and the top, it will be easy to recognise the product you are looking for in a moment. Each box can then be re-used in many ways to store other small accessories.

Last Meter has been a part of the Prologic collection for around two years, but in 2016 it will be releasing some smart additions that should only further enhance its reputation as a cult favourite in the carp market.

Enrico talks **TTW** through some of the highlights...

PL LM Downforce Tungsten Chod Drop Bead 10pcs

Chod rigs are more and more popular all across Europe and there are plenty of interpretations of this rig. This small accessory is our interpretation for a semi-fixed chod presentation. Thanks to the weight of the tungsten used, it makes sure that your line is well laid over the weeds, but your chod rig doesn't need any additional weight or tungsten putty. This makes the presentation more effective because it improves the movement and the mechanics of the rig. Thanks to the wide bore on the top end it is also extremely safe for the fish. In cases of line breakage, it can slide off the line extremely easily.



PL LM Downforce Tungsten Mega Drop Sinkers 10pcs

I was sure this would be a good product, but while filming with our UK and Dutch consultant we found out so many possible applications for this simple but innovative product. Thanks to the extreme grip it provides on monos, braids, hook links and leaders, it can be easily placed everywhere in your last metre, can be used to counterbalance pop-up presentations, to weight your rig and stick it to the bottom, as a weighted stopper for chod presentations or at the end of your soft leader or your anti-tangle tube to make sure all is well placed on the bottom. All this can be done in the blink of an eye and I'm sure people will find many other applications when using this on their rigs.



■ PL LM Bait Protector Shrinking Tube

This is a very popular product, especially for Continental carp anglers who have to deal with massive populations of crayfish and other nuisance fish in many lakes and river. We have decided to introduce the Prologic version, thanks to an idea by our German consultant, Bastian Reetz, who was looking to combine bait protection with increased bait visibility. That's why we can now offer a full range of Bait Protector in three diameters and colours! Besides the normal transparent one, we now offer hi-viz yellow and hi-viz orange.



■ PL LM Micro Rig Sleeves 15pcs

Again, simplicity and pure functionality at its finest. This small accessory can be used in different ways but our favourite is to use it in the preparation of discreet short rigs, using this to cover the knot and swivels. You can also use it as a micro anti-tangle sleeve, but it also works perfectly as a line-aligner sleeve with long-shank hooks and with all the hooks that have intuned eyes.

■ PL LM Anti-Tangle Rig Sleeves 3cm 20pcs PL LM Anti-Tangle Rig Sleeves 6cm 20pcs

These anti-tangle sleeves are really good. We have changed the hardness and components many times to create something that grips perfectly in your swivel, but at the same time is soft enough to be removed easily and makes rig replacement fast and easy. Compared with similar products, these can also be used with rigs that have a pretty big loop knot because they adapt perfectly to any rig material, from the softer 15lb braid to the strong and big fluorocarbon up to 40lb.



WE HAVE
BEEN FINE-TUNING
EACH PRODUCT
IN GREAT DETAIL



■ PL LM Paste Cage S 6X11mm 15pcs PL LM Paste Cage M 9X16mm 15pcs

We have massively improved this concept that we introduced a few years ago. It's ideal for quick sessions and can be used as a simple paste cage but, thanks to an eye in both ends, it can be combined with a pop-up or any other bait of your choice. Can you imagine how attractive a snowman presentation made with paste and a hi-viz pop-up could be? It is simply deadly, especially for all the carp anglers who fish short sessions or for any day-ticket waters!



■ Enrico's hands-on involvement as a seasoned carp angler makes a big difference to Prologic.



Bigfish Gear

– the retailer's view

It's all well and good a supplier telling you how great its products and service are, but when one of its longstanding customers does the same, you have to take notice.

Craig Grosvenor, owner of Craig's Fishing Warehouse, is a well-known angler and businessman. His fishing warehouse is located in Darwin, Northern Territory, Australia, and stocks an impressive range of quality brands for targeting all local fish species. Locals and travellers know Craig's Fishing Warehouse for its expansive local fishing knowledge and the quality lines that it stocks.

Craig is a long-term retailer of Bigfish fishing shirts and for a reason. He explained to **TTW** why this partnership has been so lucrative and rewarding.

How long have you been selling Bigfish products?

Since it started in 2008. I have found Bigfish Gear a pleasure to deal with throughout our nine-year history and I trust its brand.

Are your customers mainly locals or interstate travellers?

Our customers are chasing a range of fish

and come from all over Australia. That's why the Bigfish range is great because it features a wide variety of fish species to suit everyone. We mainly stock the local fish shirts but people buy each one depending on what fish they chase and where they are from. Many people come here specifically to fish, so buy the local-fish shirts to keep as a wearable souvenir of their trip.

How do you choose which products in the range to stock?


I generally order everything as it is released but I favour shirts relative to our location because people ask for the local-fish shirts in particular. When we stock a new product it sells straightaway. In fact, people come in looking for Bigfish shirts or a particular Bigfish design, they are so well known up here. The graphic designs really are irresistible – they are eye-catching and beautifully detailed. The designs are unbeatable; they're

definitely the best that I've seen. Without a word of a lie, the shirts sell themselves.

Who buys the Bigfish shirts in your store?

We have noticed our buyers are an equal ratio of men and women. Men definitely buy the shirts for the quality and the fish designs, while many women come in looking for Bigfish shirts to give as gifts if they know someone who loves them, or to buy shirts for themselves. We stock shirts from size 2 to 3XL and find that once one fisherman in the family tries a Bigfish shirt they come in and buy one for their family members. People tend to keep adding to their collection.

What sets Bigfish fishing shirts apart from other brands you have seen?

The material is the best I've sampled. It is specifically suited to anglers in hot, tropical conditions like these but are suitable wherever they are and for all anglers. They offer really high sun protection and can be worn in hot or cold climates. 



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Okuma

powers ahead in Argentina

Global rod and reel brand Okuma has had a strong business in Latin America since the 1980s, but this year has seen business really pick up in Argentina in particular. **TTW** investigates why.

Business has been steady for fishing-tackle giant Okuma in the Latin American market over the years. The company established an initial sales network there way back in 1980 and business has been strong thanks to a combination of good distribution and solid cooperation with partners in the various countries of the continent.

Of those countries, Argentina has become a key focus for Okuma – a nation filled with rich coastline, rivers and lakes, fishing opportunities are vast.

Okuma has been enjoying great market share and top brand image position in Argentina for both rods and reels for spinning/trolling and fly fishing, including its fishing line Challenger, which has been a successful line category in this country for decades.

During recent years, Okuma has extended its strength in the communication with the stores and fishermen by increasing the product range and sales service in different



individual shops all over the country. It has customised its offering to allow fishermen to have more opportunity to select different products from its current range.

To satisfy the freshwater fishing market, which covers everything from trout and dorado through to catfish and salmon, Okuma offers all available reels, rods and line with

different price levels – and only launches products that it knows will work with the needs of the market, according to advice of its partners.

In 2014, the Okuma Ceymar range was newly introduced in Argentina – its unique design with Okuma technical CFR (Cyclonic Flow Rotor) and smooth gearing has created successful sales in the market. The CFR is designed to create cyclonic airflow, which significantly increases airflow through the ported rotor. This thoroughly tested design allows for a much faster drying time

if the reel becomes wet, minimising corrosion possibility throughout the reel. CFR also creates a higher weight and a more rigid rotor, which reduces the flex and rotational coherence and creates a more precise mechanical operation.

“This is a reel that’s perfect for all types of fishing for Argentina. It has nice cosmetics



and a special rotor and helps our business with certain percentage of growth,” explains Dario Righi of Las

Colonias Distribuciones, one of Okuma’s key partners in Argentina.

“This is one of the best-selling Okuma reels that we have introduced to the market.

“We will continue our mission to satisfy fishermen’s demand as our first priority and have 100 per cent confidence in continuously getting major growth for the fishing-tackle business with the Okuma brand in the coming years.”

With the prospect of uncertain economic conditions, and possible devaluation of the Argentinean peso against US dollars, Okuma will still continue its optimistic outlook for this country in 2016. Stepping into different retainers along the country for listening to the customers would be the major job going forward. ■



✓ The Okuma Ceymar has been identified as a reel that’s perfect for the Argentinian market.

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One -on- One



Willem Bontrup

Co-founder and owner of Bontrup Media and Visdeal/Fishdeal

Business is changing and e-commerce is now far more than just an entrepreneurial dream – it's the here and now and some sectors of the fishing market are making serious inroads. **TTW** speaks with one of fishing tackle's most innovative e-commerce businesses, Visdeal.

The idea of online fishing-tackle sales used to be a prickly issue for many in the industry. Traditional 'bricks and mortar' fishing-tackle stores naturally felt under threat from illegitimate online retailers who have far lower overheads and staff costs, competing aggressively on price. While this may be true in some quarters, generally any fishing-tackle retailer worth their salt has got involved with an online presence of some description as consumer buying habits change.

As with any new buying platform, there will always be a select few companies who want to do things differently, with successful results.

A shining example of that in the world of online fishing retail is Visdeal, the brainchild of Bontrup Media, a company set up by two Dutch brothers, Teun and Willem Bontrup.

The premise of the company is simple – every day it sends an e-mail newsletter with six angling deals to over 130,000 anglers, which are available for three days. It holds its own stock, which is mostly overstock or discontinued items from major fishing-tackle brands in its Netherlands-based warehouse and ships orders to customers directly from there. Essentially, it is a daily deals website for fishing tackle and it's a business model that is going extremely well.

"We had a growth of 35 per cent in revenue last year," explains Willem. "We have enlarged the team and structured our 1,000m² warehouse in The Netherlands and improved the shipping process. We ship orders to all countries in Western Europe. Further, we now cooperate with more and more brands and suppliers like Pure Fishing, Shimano, Svendsen, Spro and many more, which is great for our customers. At last we have made some

great improvements with our website/webshop. It's quite a technical and complex application for desktop and mobile version, but we are very happy with these improvements.

"We are very focused in making things simple. (KISS: Keep it simple stupid). Plus, we like a structured organisation, so that means a clean and well-organised warehouse, fast and reliable help desk and, of course, trying to arrange the best deals for our customers.

We still have a long way to go; our main goal is one million members in Europe. So we have to invest a lot in marketing to make sure we reach our goal."

Visdeal's success and growth has been based on a firm belief that online sales is an important part of the fishing-tackle market and something that should be healthily embraced alongside traditional retail, rather than feared or neglected.

Willem details: "I believe online sales will become bigger in the coming years. We need to make it even simpler for customers to buy products; buying them by mobile phone, fast delivery and superb after sales. I still believe that physical shops are very important. We also have our own physical shop near our warehouse. Especially for new young anglers, they need the help of a fanatic angler with a lot of know-how in the physical shop, otherwise it can be difficult to make that start! The further advantage from a physical shop is that a customer can 'feel' the product before he or she buys it."

Visdeal's business model of buying overstock products from tackle suppliers is an interesting and unique one. The products are then offered to anglers for a strictly limited time of three days, making them seem more appealing and more exclusive. It is a

terrific vehicle for brands and companies to sell overstock or to promote new items and Visdeal only makes its money through a cut of the sales, so there is no upfront cost for companies to get involved.

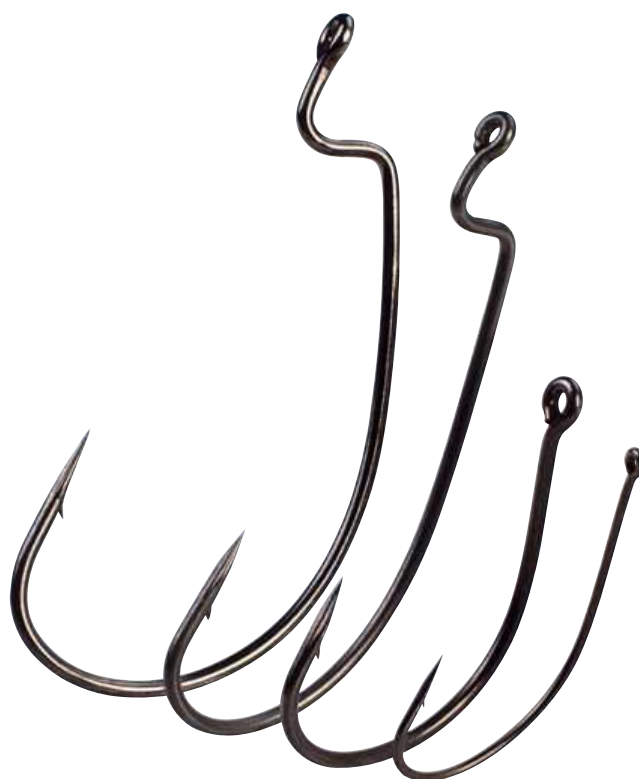
Presently, the company runs its business in several countries: the Netherlands (Visdeal.nl), Belgium (Visdeal.be), UK (Fishdeal.co.uk) and Germany (Fischdeal.de). In the very near future it will launch in France as well. (Pechepromo.fr).

This growth has been achieved organically and also with a strong emphasis on digital promotion, as Willem explains.

"I believe social media like Facebook and Twitter is becoming more important for brands and retailers. Customers have a voice now and they don't fear telling bad or good things about your company. In fact, it's not that bad, because when you perform well as a company, anglers can see that you're trustworthy. We have about 120,000 Facebook friends, which is quite a lot in such a 'niche' market. Due to the internet, anglers can compare and discuss everything. The downside is that a small webshop can affect the pricings of products enormously. People simply Google for a specific item and can easily find the lowest pricing. Still I believe that it is not only pricing that's key. I also believe that service and know-how is very important. We have never put one single deal online without the permission of the brand and we also discuss the pricing beforehand. I believe that's the best way to create a long-term partnership with our suppliers.

"Furthermore, it's very important that products are promoted in a good way. Some brands deliver great pictures, text and even videos, which is very good for online sales."

■ Willem Bontrup:
"We had 35 per cent
growth last year."



Daiwa plates up a **new technology**

Daiwa is known for its market-leading innovations and its hook plating technology Saksas is no exception. And it is now available to more European markets than ever before.

Fluorine-plated processing has been popular with kitchen utensils and pans for a long time. It cooks food beautifully without burning, allows it to slip off easily and it also doesn't rust in water. It is simply one of the greatest inventions of the modern world.

Most would see this technology as a

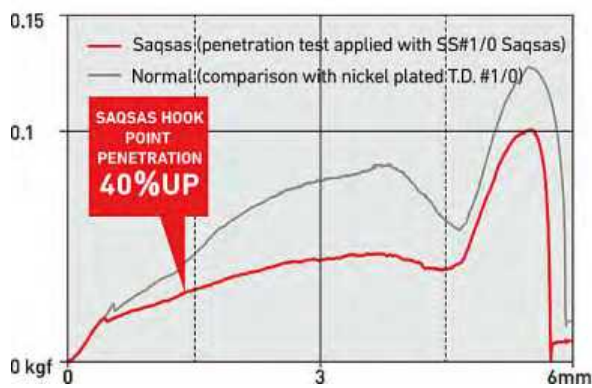
standalone piece of brilliance from another industry – but not Daiwa. The Japanese fishing brand is always looking for new ways to bring innovative technologies and processes to fishing tackle, and that is exactly what it has done with its own take on fluorine-plating technology – Saksas.

A technology that is unique to Daiwa,

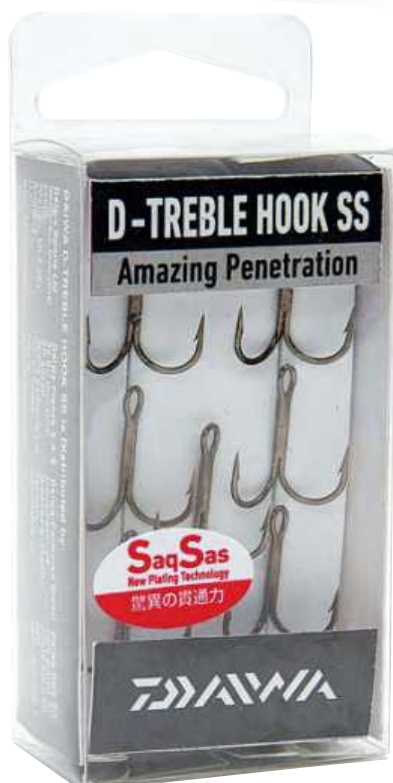
Saksas makes hooks lighter, stronger, more corrosion resistant and also gives them hugely increased penetration.

Daiwa UK marketing manager Stephen McCaveny explains: “A hook may not always stick in soft parts of fishes’ mouths. If it hits a hard part, like a tooth or bone, then it will not penetrate immediately.





❑ SaqSas technology is available on jigheads as well as hooks.



To avoid this, a hook needs to be super-sharp, smooth and light, yet strong. Daiwa responded to this issue and developed SaqSas.

“Until now, most fishing hooks are made of types of steel with some sort of nickel plating. The process of nickel plating increases the thickness of the hook, especially the point and barb, removing an important level of sharpness. Without any nickel plating, unless stainless steel, it would easily rust.

“Daiwa looked at an alternative – the fluorine plating that had already proved itself with the frying pan!”

Once the Daiwa development team had this idea, there was one important step they felt necessary to take – they developed a foundation, which is applied to the metal first to create an even thinner platform before starting the fluorine plating.

Fluorine plating is still the same thickness compared with nickel but the point and barb of the SaqSas hook has a smoother, finer and sharper point that resists chipping, bending and breaking.

“Use a SaqSas hook and with minimal striking it ‘catches’ up to 40 per cent better compared with nickel-plated hooks,” says Stephen.

“The fluorine-plating process smooths over the residual texture of the metal point on a microscopic level. It eliminates micron defects, increasing the surface smoothness by 40 per cent.”

The refinement of the hook didn’t stop at the plating technology. On the Bassers Worm hooks the tips have a hex lobular point. Their eye has been formed by very strong and accurate compression that ensures optimum fit of the knot.

SaqSas hooks are made in Japan and are available in a multitude of patterns for soft lures, as trebles and jigheads. ■



SAQSAS-MADE HOOK



NORMAL HOOK



“Use a SaqSas hook and with minimal striking it ‘catches’ up to 40 per cent better than nickel-plated hooks.”

❑ Daiwa’s Bassers Worm hook feature SaqSas, a hex lobular point and eye with accurate compression.



Fishpond

ups its game for 2016

Renowned for its quality and innovative fly fishing luggage and accessories, Fishpond has upped the stakes yet again for 2016 with a raft of new products, including an International Fly Tackle Dealer show award winner.



🏆 The Thunderhead sling (top right) won Best Eco Friendly Product at IFTD 2015.



Fishpond is a brand that is constantly striving to make anglers' experiences on the water more enjoyable, easier and also kinder to the environment. Anyone who has met co-owners of the company John Land Le Coq and brothers Ben and Will Kurtz will know that the trio are dedicated to creating functional and high-performance gear that is also stylish and environmentally friendly.

At the 2015 International Fly Tackle Dealer show, Fishpond's efforts were rewarded with the Best Chestpack/Vest award for one of its new entries, the Summit Sling.

The Summit Sling includes Fishpond's signature moulded drop-down fly/cargo bench with Velcro foam fly attachment spot, a larger pocket for fly boxes and other gear and a convenient water bottle holder on the bottom. The Buckhorn Sling is a smaller version of the popular, ambidextrous Delta Sling Pack. It includes a shoulder pad workstation with Velcro and Hypalon attachment points, integrated net sleeve and coated YKK water-resistant zippers. And, of course, the sling is made with Cyclepond – Fishpond's recycled material.

Fishpond has also added two completely new waterproof, submersible packs to its line-up for 2016, the Thunderhead Sling and the El Niño Guide Pack, again both of which utilise Cyclepond. To make them completely waterproof, Fishpond uses the TIZIP submersible zipper, made in Germany. This large zipper on both packs opens up to a cavernous space with an interior accessory pocket to hold anything that needs to stay dry. An exterior zippered pocket is water resistant, and both packs have mesh back panels to keep anglers cool on the water.

In the vest category, Fishpond re-imagined its well-known 'one size fits most' design with the new Kingfisher Tech Vest. This is the most technical and feature-oriented vest available, anywhere. Three, Fishpond signature moulded fly/cargo bench pockets on the front safely hold flies and boxes, while seven other front zippered pockets hold the remaining necessities. Two large pockets on the back complete the vest. Padded, weight-distributing shoulder straps offer all-day comfort, and mesh backing helps keep the wearer cool, while the fleece handwarmer pockets are good on cold days.

For 2016, Fishpond wanted to push the envelope of design by creating a well thought out women's vest with the Muchacha Women's Tech Vest. With lightweight, breathable Cyclepond fabric, 13 exterior pockets, mesh backing for warm-weather comfort, and fleece-lined handwarmer pockets, this vest has plenty of features. The large, easy-access back pouch holds lunch or a raincoat, and the 'one size fits most' vest has adjustable shoulder and waist straps designed for a woman's body.

All anglers like to have everything they need at their fingertips, including a cold beverage, so Fishpond created the Drifty Boat Caddy and the Cerveza Sidekick. The Drifty can be attached to a cooler, hung over the gunwale of a boat or strapped to a raft frame.

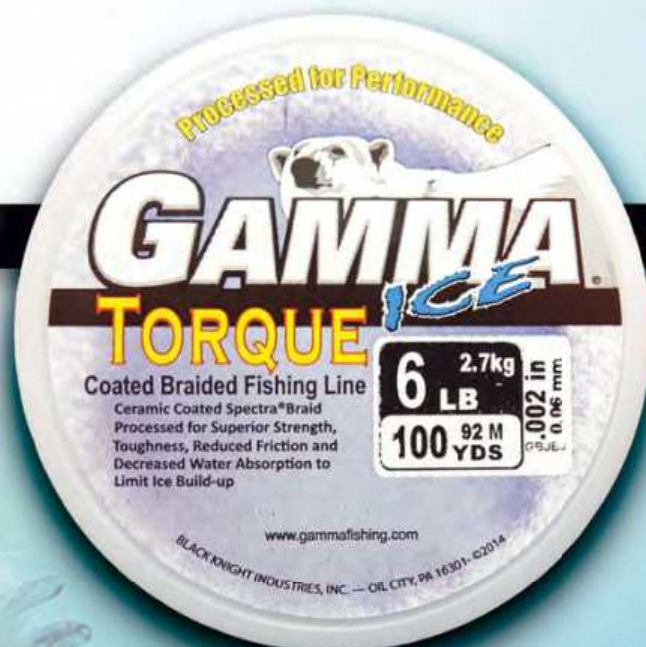
The Drifty has a moulded fly/cargo bench and both have a moulded beverage holder, webbing loops for tools and accessories, Jacquard webbing daisy chain loops, and plenty of other gear attachment points. The Cerveza Sidekick can be worn around the neck like a chest pack or attached to a cooler with the TPU snap tabs. 🇮🇹

GAMMA

Gamma Torque Ice Braid is the newest addition in the Gamma "line" up. This isn't your Grampa's old Ice line. Engineered for the rigors of ice fishing, Torque Ice starts with 100% Spectra fibers. The fibers are then infused with Dyna-Tek nano-ceramic material. Dyna-Tek nano-ceramic coating goes beyond just a coating, it infuses itself between each strand and binds with it, protection inside and out.

gamma torque coated braided fishing line

It's what gives Gamma Torque Ice with anti-icing characteristics (no ice build-up) and reduced friction. You get the positives of sensitivity, strength, minimum diameter and near zero stretch that comes with a braided line but also anti-icing characteristics. Gamma Torque Ice comes in 100 yard Spools, 5 different sizes and is Arctic White in color.



GAMMA TORQUE ICE SPECS				
US SIZE	MONO EQUIV	DIAMETER	ACTUAL TEST STRENGTH	SPOOL SIZE
6#	1lb	.002" / .006mm	14lb / 6.4kg	100yrd / 92m
8#	2lb	.003" / .008mm	14lb / 6.4kg	100yrd / 92m
10#	3lb	.004" / .010mm	14lb / 6.4kg	100yrd / 92m
15#	4lb	.006" / .015mm	14lb / 6.4kg	100yrd / 92m
20#	6lb	.008" / .019mm	14lb / 6.4kg	100yrd / 92m
Expecting MSRP Pricing will be around \$14.99				



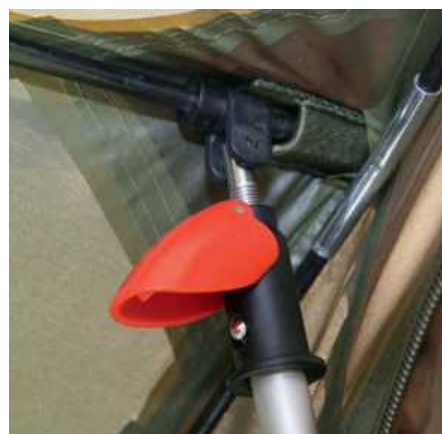
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High, wide and handsome



German fishing-tackle supplier Säger is not just a 'me too' brand – when it ventures into a particular product sector it likes to do things a little differently, to offer something new and interesting for customers.

Fishing in comfort is one of the most important, yet underrated aspects of this sport. Heading out into conditions you do not have the right equipment to tackle can make for a very unenjoyable experience. When fishing overnight or for a session where you will be static for a long time, such as carp fishing, having a good brolly or bivvy is an essential part of ensuring you can fish long and in comfort.

Säger is well aware of what is required to produce a high-quality brolly, but more than that it has produced one with many unique features that make it stand out. The Rockhopper is that product and **TTW** was lucky enough to have a close look at it.

The Rockhopper is extra high (170 centimetres), extra deep (220 centimetres) and extra wide (290 centimetres) to offer ample space – one of the key factors to ensure comfort. It is built on glass-fibre stakes with strengthened hinges, two storm poles with quick-lock system and a design that ensures stability in all conditions.


A PVC groundsheet, removable front panel with mosquito net, removable PVC window and back window for better circulation all add to the product's versatility and performance.

It is made of strong and durable materials throughout, yet maintains a low weight of just 11.5kg, making it easy to transport.

Company co-owner Katrin Säger explained: "The main idea was to build an extra-high and extra-wide brolly, for more comfort on longer sessions while enjoying the benefits of a brolly."

"The usual brollies set up fast and are perfect for short sessions but they come to their limits if you want to stay several days with more equipment or in bad weather."

"That's why we improved a brolly system, with extra-big dimensions that leave nothing to be desired. The big dimensions and the special pole construction ensure that you have a lot of space inside for your tackle, bedchair and so on."

"To support form and stability we've added a three-part glass-fibre pole for the front." 

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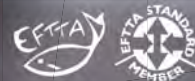


Tomahawk

Distance Casting Line

The Tomahawk Sinking Line is a fantastic line, especially designed for long-range fishing due to its extreme-range cast performance.

- ▷ Fast sinking
- ▷ Colour: Mossgreen
- ▷ Extreme abrasion resistance
- ▷ Extreme abrasion resistance
- ▷ Low stretch
- ▷ Exact diameter indication



ROCK

Carp Line

HOPPER

The Anaconda Rock Hopper Line combines traditional requirements with modern carp fishing technologies.

- ▷ Colour: Camouflage
- ▷ Extreme abrasion resistance
- ▷ No memory-effect
- ▷ High knot strength
- ▷ Medium to high stretch
- ▷ Exact diameter indication



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Little Jack, big potential

Fresh from the shores of Japan – widely regarded as the epicentre of fishing-lure innovation – Little Jack is a brand with big ambition. Like many of its ilk, it was started by the inquisitive mind of an avid angler.

Around 20 years ago, Yoshitake Matsuo was out on the coastline of his native Japan trying to catch the sea bass of his dreams. Unfortunately for Yoshi, he was struggling to catch any at all, let alone some of specimen size, and found himself incredibly frustrated with the large 80cm-plus lures that were available to him. He tried numerous retrieves, colours and other differentials but was struggling to enjoy a good day of fishing. Just like any angler with curious mind, he started to wonder: "What if?"

Yoshi felt the necessity to make a lure of 20 centimetres aimed at targeting sea bass, which at the time didn't exist in Japan, and set about designing his own lure range.

With his lure, he has succeeded to catch sea bass that did not have any interest in normal lures and, from this experience, he has decided to establish his company for making the lures. All of Yoshi's lures, under his company

Little Jack, have been aimed at taking the cautiousness away from predator fish. They are designed to move like real baitfish and to be like no other lure on the market and encourage predator fish to strike aggressively and with confidence.



Little Jack lures are proven fish catchers.

Little Jack currently produces a wide range of hard lures, soft lures and jigs. A lot of study goes into each model's design and you can be sure of Japanese standards of performance and quality control.

The company is very flexible – it can supply high-quality lures in the Little Jack brand and it can also make OEM products for overseas customers from their idea.

With these two aspects in mind, Little Jack is actively seeking new distributors in overseas territories. Like most Japanese firms, it places an emphasis on long-term, mutually beneficial cooperations. It is not out to make a 'quick buck'; it is a company that wants to cultivate growth in a sustainable way, both through its business ethos and through its high-end fishing lures. To find out more about Little Jack and what it could offer to your company, contact its official agent, Tsuda Shokai, on the details shown below. ■



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COMPACT RUCKBAG

This compact version of Korum's popular ruckbag will suit the needs of many types of roving angler.

The bag features attachments where you can clip lightweight chairs to it and its smaller size makes transporting it much easier.

It features three useful outer pockets, four Velcro attachment points, a large internal pocket and two outer webbing pockets.

It also carries an attractive RRP that is accessible to almost any budget.

SUNBANDITS

Six new SunBandits will be added to the line this year and artist Jason Mathais has added his touch to four of them - Blue Marlin, Mahi Skin, Striped Marlin and Hogfish Camo. Also new to the line are two more brand-new designs, American Pride and Sublime Paisley. SunBandits are versatile garments that can be worn many different ways, growing in popularity protecting anglers from the sun's harmful UV rays.

G3 GUIDE WADER WQW

Simms is teaming up with Warriors & Quiet Waters (WQW) for this limited release wader to benefit US veterans. WQW helps reintegrate traumatically combat-injured veterans from recent wars into society through fly fishing.

The made-in-Montana G3 Guide features five-layer and three-layer Gore-Tex Pro Shell fabric, Multicam camou pocket, belt loops and top hem, WQW custom patch and US flag custom patch.

DAVID GUEST

Editor

+44 1327 315465

david.guest@dhpub.co.uk

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UNI-PRODUCTS
RUSTY ORANGE
UNI-STRETCH



TAIGA
SAGA



SAVAGE GEAR
3D BLEAK REAL



RIO

SKAGIT TROUT MAX

Skagit Trout Max heads have a mass distribution that allows for easy, sustained anchor casts with sink tips and weighted flies, and are equally effective with floating tips, VersiLeaders, and regular tapered trout leaders to delicately present smaller flies, nymphs and soft hackles.

Skagit Trout Max heads are built on RIO's ultra-low-stretch ConnectCore for the maximum in bite detection, hook setting and fish-playing efficiency. These heads have a teal body and orange portion with a welded loop to attach to a shooting or running line.

TAIGA

SAGA

Taiga Lures is a family-run Finnish lure producer with years of experience and knowledge behind it.

One of its standout lures is the Saga, a lure developed, according to the maker, with perfection in mind. It features a saddle lip that produces a unique yet effective swimming action.

The lure is available in three sizes that are all highly efficient for catching predator fish.

UNI-PRODUCTS

RUSTY ORANGE UNI-STRETCH

UNI-Products, a world leader in the supply of spooled fly-tying materials, has announced the addition of Rusty Orange to its very popular UNI-Stretch line. Rusty Orange adds to the versatility of the existing line-up: Aqua Blue, Beige, Black, Bright Yellow, Brown, Camel, Chartreuse, Chinese Red, Fuchsia, Green Highlander, Green, Hot Pink, Light Gray, Light Olive, Olive, Orange, Pumpkin Orange, Purple, Red, Shrimp Pink, Soft Pink, White, Wine and Yellow. Tyers now have 25 colours at their disposal for creating attractive bodies and tags.

SAVAGE GEAR

3D BLEAK REAL

The 3D Bleak Real and Paddletail soft lures are based on a 3D scan of a bleak, one of the most important prey fish for many European freshwater predator fish. The restricted V-joint in combination with the unique body shape give the most enticing glide swimming action! A big side-to-side swim on steady retrieve and superb side flash action on jerks! It's a very easily fished lure on both spinning and baitcaster setups. It's a great lure for any predator fish. The erratic and side-shifting action, tuned to perfection, will make even the wariest fish attack the lure again and again!

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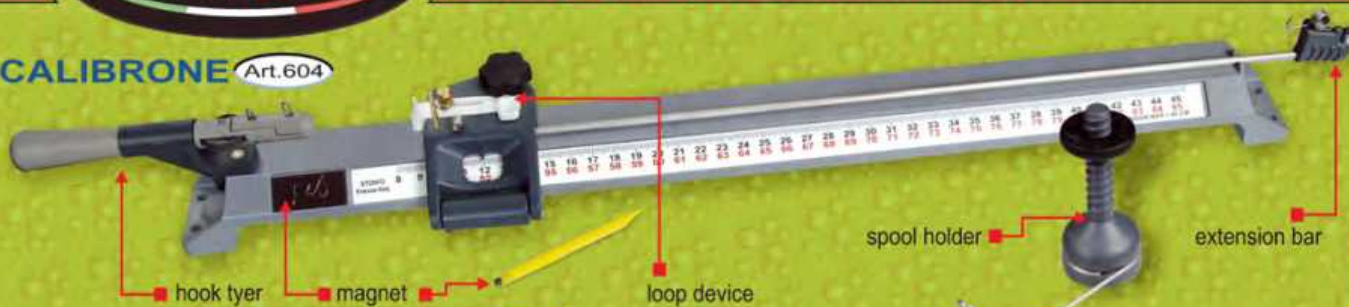
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The Calibrone permit to tie hooklengths from 10 cm to as long as you desire easily, and it has also a loop tyer device for tying small loops. Available in two versions for small and big hooks. Inches scale version is available on request. Supplied with spool holder for a perfect line tension, extension bar, magnetic pen for hooks and instructions for use.

Hooklengths boxes

The Portafinali 200 and 300 are a hook length storage boxes designed to hold and protect a large amount of hook lengths in size from cm 7 to 30 and its multiples. Compact and ultralight they are provided of 13 fixing positions and can hold over 100 hook lengths ready to use. The support pegs size is adequate both in diameter and length to allow the fixing of small size hooks and loops. The length of hook lengths is clearly indicated inside the storage boxes.

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ULTRALIGHT WELLINGTON

THE SKEE-TEX Ultralight is designed mainly for work and leisure such as fishing, angling, agriculture, farming etc. They protect against cold and wetness, providing full isolation from the surface. EVA footwear is extremely durable, waterproof, water resistant, protects against low temperatures and is superlight, which assists comfort during wear. The boots have a removable lining with a reinforced insole in the form of a sock. It is advised to place the liner on the foot first before putting the wellington on. The lining can be easily removed and washed. This means that the Ultralight can be kept clean and worn with or without the liner, such as in warmer temperatures, therefore a true all-season boot. All Skee-TEX boots come with a one-year manufacturer's guarantee.



FEATURES

- Water durable: Closed-cell foam, non-water-absorbing, moistureproof
- Rot resistant: Seawater, oil, acid and alkali durable; antibacterial, safe, odourless and non-polluting
- Shockproof: Good flexibility and anti-hardening; excellent shockproof and cushion capability
- Heat preservation: Excellent heat insulation, anti-cold, non-frosting and insulation enduring capabilities.

MOOCHA

IDEAL FOR WEARING on the bank or quick to put on when jumping out of the bivvy when you get that all-important bite! The Moochas are so light you don't know you are wearing them.

FEATURES:

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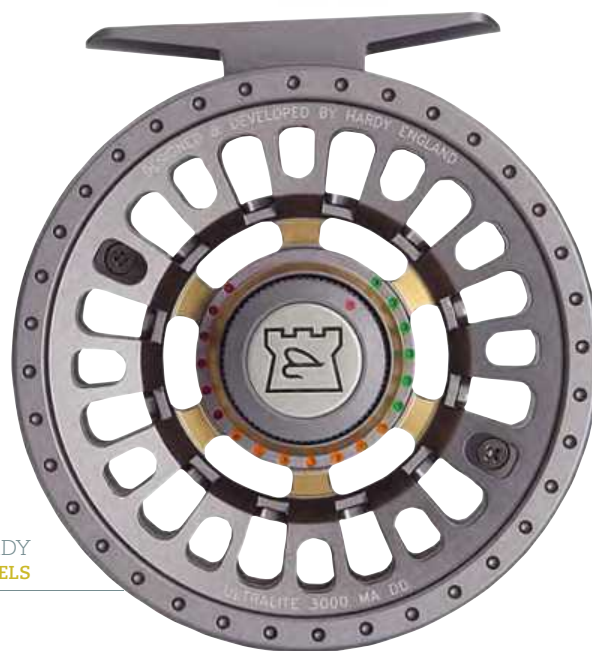
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SUPER SWEET GROUNDBAIT



VMC
SPINDRIFT HOOKS



DRAGON
FOOTBALL JIGHEAD



HARDY
ULTRALITE MA DD REELS

CARP ZOOM

SUPER SWEET GROUNDBAIT

Super Sweet is a sweet-smelling and sweet-tasting groundbait. The fine grain size of the quick-acting mix entices all fish to the feeding area in a short time. The distinctive sweetness together with the top-quality ingredients and irresistible attractors will keep fish feeding for a longer period while avoiding them being fed up quickly.

VMC

SPINDRIFT HOOKS

The innovative VMC Spindrift hook puts a fresh twist on an old tactic – rather, it takes the twist out of that technique. Pairing a built-in, free-spinning, stainless-steel swivel with a super-sharp black-nickel VMC hook featuring a unique technical bend, the Spindrift not only offers a new spin on the rolling crawler rig concept, but it also won't twist your line. Recommended when trolling, drifting, Carolina rigging and split-shot rigging.

DRAGON

FOOTBALL JIGHEAD

A range of light to medium jigheads with O'Shaughnessy shape 1X-strong hooks, and partly forged, strengthened wire. Thanks to the special shape of the weight this jighead never collapses when it sinks down to the bottom and the hook point is always up. It increases catch efficiency, especially of zander, which often attack the lure right after its made contact with the ground.

HARDY

ULTRALITE MA DD REELS

The Ultralite MA DD series of reels features a smooth 360-degree, colour-coded drag for faultless control and easy reference during the fight, and a medium-arbor spool designed for anglers who like the comfort of a reserve of backing or the extra capacity needed to fit speciality fly line tapers for pike, salmon, trophy trout or even switch-style fishing.

Ultralite MA DD – designed to go the distance.

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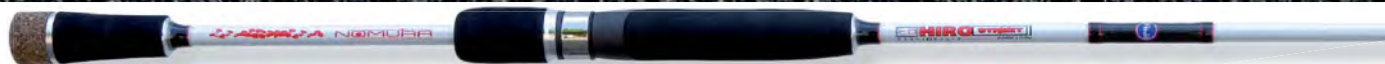
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HIRO STREET



4 actions are available for a new large family of rods, and a huge number of lengths, suitable for both use, in freshwater or in the sea. Each action has different colors in the 100% carbon solid tip to recognize immediately the fish attack to your Nomura lure. Using braided lines, the K-Style black frame SIC guides, saltwater resistant avoid lure tangling and they are carefully located on the blank to minimize friction during casting. Hi density grade EVA split handle with aluminium inserts. Very sensitive rod, slim, 100% full carbon blank, equipped with top strong spigot structure. The fast action of these blanks can cast at great distances, using small hard and soft lures, or jigs with the top precision. Original Fuji reel seat.

A perfect pair with Hiro rods created by Nomura engineers especially for fast spinning. The main features of the reel is the top speed gear ratio 6.2:1, it can retrieve and spool perfectly and very very fast many meters of line or braid in few seconds. 6+1 precision sealed Japanese ball bearings, including one way clutch, small body and big spool is becoming a new trend all over the world for new generation reels, 2 forged alloy spools, computer balanced rotor to minimize vibrations at high speed ratio.



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Trade Issues

AMSTERDAM GETS THE VOTE

Sean O'Driscoll discusses the future of EFTTEX.

So at long last the people at the European Fishing Tackle Trade Association (EFTTA) have made the significant decision to hold its annual get-together, EFTTEX, at Amsterdam's Rai Centre every other year.

I would have preferred to see it there EVERY year – but my days of influencing such decisions are long gone.

I believe the show would benefit from being in the same place every year – generally the better exhibitions around the world have a permanent home.

Of course, there is an argument for moving the show around each year and that would be fantastic if those new visitors who attend the show in one country were prepared to visit the following year in another. Most retailers sadly are not willing to do that.

And for me, retailers are the key to the long-term future of EFTTEX as the number of wholesalers/distributors around the world decreases and the number of suppliers looking to sell direct increases.

My belief is that over a period of time EFTTEX will attract more retailers if it has a permanent home and there really is no better place than Amsterdam.

It is rather a romantic notion to travel to Europe's great cities for a few days each year, do your business at the show and perhaps have a day or so enjoying the city.

After a while this becomes a bit tedious and, actually, as an exhibitor or visitor you really

want to do is get in, do what trade you need to do and then get out.


I don't think you really want to bother with finding your way around the infrastructure of a different city year on year, or the protocol that might go with exhibiting/visiting a new exhibition centre.

It is very difficult to button down all aspects of a show if you are a casual visitor. As an exhibition organiser you want to ensure everything runs smoothly and we have seen instances in the past where things just were not quite right. The queue for the taxis was too long. The temperature was too hot/cold. The food was not great, and so on.

It is impossible to foresee some of these problems if you are constantly moving from venue to venue.

However, by sticking to one place you get to know the team that you work with. You are aware of all the possible issues (because they have happened previously) and you ensure that the visitor and exhibitor experience is as 'enjoyable' as possible.

That's my thought process, for what it's worth.

Anyway, congratulations to EFTTA for at least making the decision to stick to Amsterdam every other year. Hopefully it will be rewarded in time with the biggest retailers from around the world deciding that it is a no-brainer to get on a plane and visit one of the best exhibition venues around. 

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